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# MACLEAN'S

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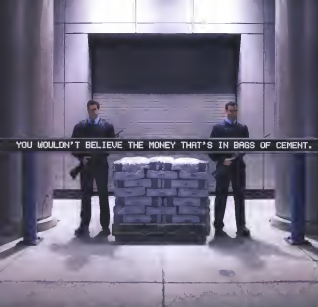
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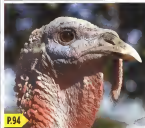
With two military campaigns on the go, the U.S. is hardly looking for a new fight. But very soon George W. Bush, or his successor, will face a stark decision, allow Iran to acquire nuclear weapons or use force to stop it.

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COVER PHOTOGRAPH: MICHAEL HIRST / CP / IMAGE BANK / AGF

TOP: MICHAEL HIRST / AGF





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WAGGERS ON FILM: Steyns don't come out of a liberal moral abyss, a maverick says

### WAGING WAR IN TINSEL TOWN

THE CONSERVATIVE celebration over the commercial failure of recent films about American wars in the Middle East that lack black and white heroes and villains strikes me as premature. ("Hollywood shoots itself in the foot," Steyn, Nov. 26) How does Mark Steyn know saving goes away from the film *American* because of objections to its story? Did people flock to *American Gangster* in order to rubber-stamp gangsterism? Steyn's thesis lacks a basic understanding of cinematic narrative as storytelling. He seems to suggest that our entertainment, and possibly war news as well, should focus on the noble war in order to supply the average Joe. For those of us with our heads out of the sand, a few reviews about Vietnam and war profiteering don't come out of a fancy dimestore liberal moral abyss, no matter what Steyn says. Peter M. McCormack, Kirtland, Ga.

### SPECIAL ED IN THE OIL PATCH

ROBERTSON, Ed Stelmach—he never passed Economics 101, and now he is being attacked by Christine Manning ("An Alberto rocker punch," Nov. 26) The painter's career equals would have us believe that reduced investment will result in increased cash flows from oil and gas companies in Alberta. Meanwhile, B.C. and Saskatchewan have learned that reduced royalties, even royalty holidays, attract money investment. They are gleefully watching each penny dollar spent multiply four and five times to create asset bubbles in their backyards.

And while Ed may have had time even to move on to Saudi royalties, he is chasing the lifeblood out of the oil and gas industry. The layoffs are already starting, and the worst news of the province are being hit especially hard as rig operators leave around 50 shops and 58 per cent. Hopefully the Conservatives

will realize he's neither conservative nor a leader and oust him before he can do any more damage.

Ken Fox, DelWato, Alta.

### SIMPLY BEE-UTIFUL

THE PHOTOGRAPH of a "bee" illustrating your brief story about the New York Times misinformed idea that honeybees make us work to death ("Stop the presses—the plight of male bees," Nov. 26) is a fly, not a bee. In fact, it is one of several species of flower flies (family Syrphidae) that mimics bees in appearance to attract insect predators. The image's poor caption is a bit small to tell for sure, but it is probably the narrowest health fly. Bee-eaters from flies in having four wings (flies have only two), but are most easily distinguished from flies in the field by their very different anatomy. Like male bees, but unlike female bees, flies also lack a sting. Steve Marshall, Professor, Department of Environmental Biology, University of Georgia, Georgia, Ga.

### CARS AS APPLIANCES

A DODGE CARAVAN is the epitome of the concept that a vehicle is an appliance ("It all comes down to acquisitions," *Florida Times-Sentinel*, Nov. 26) I will never own a minivan, even though I have four kids, and I need to express how much of a mistake it is to view a vehicle purchase as a non-investment. Cars like the Subaru Impreza have extremely high resale values. The Impreza also comes in a station wagon, which is fine for a family. The Dodge Caravan has half the resale value. It is not stretchy, as your expert recommends, to get a box car when's for \$10,000 and sell it for 10,000 four years later, when you can buy a high-quality used car for \$25,000 and sell it for \$12,000 four years later. Josh Goffard, Hawthorne

california almonds

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## A WEEK IN THE LIFE OF JAN HENKEL

When the 42-year-old Dane set out on an Antarctic cruise with his girlfriend, he looked forward to seeing some whales and getting engaged. But things got messy fast Friday when the MS Explorer struck an iceberg, forcing the 114 people on the Canadian ship onboard. Henkel left all of his luggage behind, except one important piece of cargo, the engagement ring, and popped the question aboard a lifeboat. She said yes, which sure made the four-hour swim for help less awkward.

### Good news

#### Hit and hit

Stephen Harper was facing what senior his first week-over climate change and foreign aid, among other things—but the defense points were his. Two days after critics prominently questioned his government's commitment to Africa, the PM pledged \$105 million in humanitarian aid and effort to provide health-care services for mothers and children in Africa and Asia. A day later, Harper was blamed for his stance on climate change but argued, rightly, that the problem can only be solved if the world's biggest polluters, the U.S., India and China, agree to get on board. No one is repeating the mistakes of the past decade. By now, everybody knows Kyoto is a dog.

#### Combating violence

With the help of actress Nicole Kidman, the United Nations has launched a campaign that demands an end to violence against women and women from lawmakers in today's day and age, such a campaign might seem redundant. Surely, everybody already knows that there is no excuse for rape, domestic violence or gender mutilation. Well, maybe not. A new study has found 41 per cent of Qatari women believe they deserve the physical abuse meted out by their male relatives. It's sad evidence that the UN is right: the fight to change attitudes is far from over.

#### Green with envy

Assuming economy A housing housing market. A population about to surpass the one million mark. And now the Grey Cup. Suddenly everything is coming up roses for the province of Saskatchewan. And while its residents are due chiefly to demand for protein, uranium and oil, the

world's win by the Roughriders over the Winnipeg Blue Bombers points up a spiritual resurrection among those who regard the rough times in the regular province—as well as those who left with heavy hearts to seek their fortunes elsewhere. So yeah, Saskatoon, you put on a great party when the rest of the country thought you'd pull out your Blackberry and forget the CFL existed. Well done. But if you're looking for cool these days, it lives in Moose Jaw.

### FACE OF THE WEEK



SOMETHING borrowed: Iraqi soldiers arrested insurgents dressed as a fake wedding party, part of a planned attack in fall last week.

#### Fighting fakes

Now that the EU's top trade representative chided China for failing to stop its "tidal wave of counterfeit goods," then arms emerged that the Federal Court of Canada had handed down a \$250,000 fine to a Vancouver vendor caught selling fake Louis Vuitton merchandise. The crack down is long overdue. If you really want to stop the counterfeit plague, then Canadian buyers have to get that just as hard as the foreign producers.

### Bad news

#### Sins of the father

According to a new report, the government's grand plan to loan assistance in the Canadian Forces is way behind schedule. So why is the military refusing to enlist Jess Leim, a 13-year-old Ontario man, because his father is a notorious biker on trial for murder? The younger Leim has no criminal record and good references, yet the forces have declined him solely by association. "I'm not my father's," Leim says. "Judge me for who I am." We agree.

#### Weird science

It certainly wasn't a light week in the world of academic research. Consider some of the "groundbreaking" studies that made headlines: more work equals more stress. Athletes who have more friends. Drinking milk and getting more exercise makes bones stronger. Obese people have trouble juggling and eat of bed—and dressing themselves is tough to make. You wonder who's in charge of doing out research these days. Thank goodness for the hard working researchers at the Far Eastern Memorial Hospital in Taipei, who discovered evidence to suggest that smoking cigarettes causes blindness. At last, a study with profound, real world implications.

#### Taser Claus

With all the bad publicity surrounding tasers lately, you'd think the makers would rather back their sales hype just a bit. But a banner ad on Taser Inc.'s national U.S. website features a stern-faced Santa recommending the device as the perfect Christmas gift "when you've been good, but the world is getting bad." Designer outfit up from earlier include "diamond girls" or "diamond blue." Meanwhile, deaths that that would be. Police officers in the whole affair. This endorsement was supposed to compensate for a gun injury. Instead, it feels like a continuation of it. While the lawyers count their millions, thousands of victims must wait before they see a penny.

#### Deferred payment

One of the largest legal bills in Canadian history is officially paid off. Ottawa has mailed a \$45.6-million cheque to a group of high-priced attorneys who represent residential school victims. It's a sad but fitting moment on the whole affair. This settlement was supposed to compensate for a gun injury. Instead, it feels like a continuation of it. While the lawyers count their millions, thousands of victims must wait before they see a penny.







SHIFT\_pressed

# Learning to love the loonie, whatever the cost



ANDREW COYNE

Five years ago, the dollar was at 62 cents and every one was sure the end was nigh. Today, the dollar is around \$1.02, and the end is still nigh. Then, everybody knew that the dollar was too low. Now, everybody knows the dollar is too high.

But readers should not fall into the trap of thinking that means the end was some point in between where the dollar was just right. For it is an iron rule of economics, at least as it is understood by businessmen, politicians, and the media, that the dollar should always be either lower or higher than it is at any given moment. Whether it is, it shouldn't be.

This is only a variant of the textbook's Law First Formulated by the American journalist Gregg Stanzel: namely, that All Economic News is Bad. Dollar goes down, that's bad—for consumers, importers and exporters at Canadian firms, who fear their own prices might become takeover targets. So, dollar goes up, that's good, right? No, that's bad—for manufacturers, exporters and consumers at Canadian firms, who suddenly find they can't give away their competitors.

So even though the dollar's current lofty level means at all weather, dashing the price of imports and unleashing hordes of Canadian exports as defective American merchandise, that's not what you're likely to read about. For more cynical are headlines like these: "Five-year bond yield for Canada falls to 3.5%." Or "Wild ride ahead, currencies tell Ottawa." Or explicitly "It's very hard to compare" CBO of bankshares?

This last, I'm guessing, is the Bombardier CEO's idea of a little joke. Bombardier has always found a hard time competing at any level of the dollar, why, yes, yes, yes, yes, yes, it shows up on the government's doorstep, begging for subsidies. Or perhaps it can't compete because it is too hooked on handouts. Anyway, there is Laurent Bédard, Mr. Bom-

bardier himself, complaining this, with the dollar at current levels, "there's no manufacturing in Canada that can survive."

Let us take Bédard on his word: that not just Bombardier, but all of Canadian manufacturing, is about to disappear off the face of the earth, and it's all the fault of the dollar, the Bank of Canada, Jim Flaherty, and other miscreants. Now, either this is a temporary affliction, or it is permanent. Either, this is



## Don't blame Flaherty. The dollar is what it should be. Manufacturers should know that.

the dollar will soon return to a level at which Canadian manufacturers can compete, or it will not. How does either case make the case for government intervention?

If it is Bédard, then presumably this is something that can be anticipated—by the companies themselves, drawing down earnings accumulated in good times to ride them through the bad, by banks, whose business is to lend to companies that but fundamentally sound companies against their future earnings by equity investors, who might be expected to use the opportunity to pick up stocks at a discount. If these people aren't willing to bet on themselves, why should the government? If they are, why is the government needed?

If, on the other hand, the dollar is likely to stay where it is, then any government assistance is likely to prove futile, or—worse—contributing drag on the treasury. The dollar

moves in mysterious ways, of course, and for any number of reasons, differences in the rate of growth of national productivity, or inflation, or interest rates. But, all of these being taken into account, it's pretty clear what's responsible for the dollar being where it is today: the world price of oil, of which we are a net exporter. Anyone thinks we're going to see cheap oil again in this lifetime?

At any rate, whatever the causes, and whatever its consequences, the current value of the dollar, whatever it is, is a fact. It can't just be wished away. Implicit in the most unfortunate rhetoric is the idea that, in any assessment of their ability to compete, the dollar somehow doesn't count—that whereas movements in wages, or productivity, or the cost of raw materials, might legitimately be counted against them, policy-makers should just look through the dollar.

But alas, the dollar is just as real as any other variable, its value determined in the same way as all the others: by supply and demand. In this sense, contrary to the dictates of businessmen's economics, the dollar should always be whatever it is, in fact, is. If anybody knows for sure what other price it "should" be, it would already

be there, arbitrage would bid up (or down) its price until the gap was closed. But no one does, its current value remains the best guess of its future value.

(Of course, there is a school of thought that says the Bank of Canada can influence the dollar's value—for example, by supplying more dollars, thus driving down its value relative to other currencies. So it can, at least in the short term. But it does so only at the cost of letting go of the domestic price level, and inflation at home would soon wipe out any competitive advantage from devaluation abroad.)

What should we do about the high dollar? Adapt to it. Get used to it. Live with it. It's not going to go away and neither, for all the shouting, is Canadian manufacturing. ■

ON THE WEB: For more Andrew Coyne's views, see his blog at [www.macleans.ca/andrewcoyne](http://www.macleans.ca/andrewcoyne)

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# The love of a good Moleskine notebook



ANDREW POTTER

Describing his own thought processes, Napoleon Bonaparte once wrote: "My mind is a chest of drawers. When I wish to deal with a subject, I shut all the drawers but the one in which the subject is to be found."

When I am worried, I shut all the drawers and go to sleep."

One of the greatest military strategists who ever lived, Napoleon was, not coincidentally, a master at getting things done. Like any general, he had to deal with a tremendous amount of paperwork. His strategy was to just stick everything on his desk in a series of six piles. He would take care of the most urgent business immediately, and the rest when people came to his office to bug him about it. The piles moved from right to left every time a new note—and thus a new pile—was added. On the left of his desk was scratch one, and every work of paper that was in the leftmost pile went straight to the bin.

Napoleon was thus an early connoisseur of what is now known as productivity porn. This is the buzzword for a new addiction based on a cult of individual efficiency, and it refers to various time-management strategies, self-wreck books, and other tricks and shortcuts aimed at—as the title of a popular book in the genre puts it—"getting things done."

By way of contrast with Napoleon, here's how I think my mind is a chest of drawers. But while I am dealing with the subject in one drawer, any of the other drawers will open at random, and I am compelled to start dealing with the subject matter in that drawer, until yet another one slides open. And so it goes: one drawer to another until I finally focus on the drawer I was originally working in, only to find it closed. I begin to read a paragraph, only to have more drawers open. When I am woken up, I lie down and close my eyes, but I am kept awake by the noise of mental drawers opening and closing at random. I want to always be disoriented, but thanks to my cellphone, email and the Internet, I now have the concentration skills of an extremely dim goldfish.

The "product" cult is made up of some serious items made who get off on fetishizing things like Moleskine notebooks, Behance Action Pods or Action Cards, digital whiteboards, and the cute business notes on the website iambettermy.com, where "Brendy" is an electronic personal assistant who monitors your email and sends you reminders of stuff like birthdays and appointments.

More product porn is scattered around the Web on dozens of sites devoted to passive-aggressive debates over the beauty of productivity. But some of the more popular sites include a goldmine, *Lifehacker.com*, and a blog run by Marc Andreessen, co-founder of *Northern*. Some productivity pornographers have even become celebrities, the most famous of whom is probably Timothy Ferriss, author of the New York Times bestseller *The Four Hour Work Week*. Psychologists have known for a while now

that the "product" cult is the old conviction that the solution to the problems caused by technology is just more and better technology. More to the point, there is nothing as trivially new about the fetish for organizational tools, from the first case notes of scratched a "no do" list as a flat rock to the suburban couples spending their precious weekends trilling the sales at *Lifehacker*.

Ultimately, product porn is less about cool new tools and technologies than it is about the disorientation of work itself, the thrill of finding ways of organizing business without actually giving it up. This addiction to the notion of being busy is new. As Adam Gopnik pointed out in an article in *The New Yorker*, Benjamin Franklin associated a stove, bicycle and the lightning rod, write essays, helped out with the American Revolution, and never once complained (or bragged) about being busy. It is hard not to see this obsession with



## 'Productivity porn' is less about cool new tools than about fetishizing work itself

that, far from enhancing productivity, technology-driven multi-tasking actually reduces it. This is because there is a considerable amount of cognitive overhead involved in just switching down to think about something. It takes a while for your brain to get up to speed, and when you lose pumping from one thing to another, you spend a great deal of time in mental start-up mode. In effect, people who try to get ahead by doing many things at once are like inventors who keep moving from one creek to another. Just as any short-term profits are eaten up by the high maintenance costs of the constant change, making money is a distant dream from one moment to the next, and it is only at the end of a long day that we realize how meagre are the gains we have actually made.

This is where productivity porn comes in. There is a certain amount of making up of a newness among the members of the community, but what seems to motivate produc-

being busy is anything but an almost constant fear of boredom. Sure, boredom has its downside: during his final role on *Star Trek: Voyager*, Napoleon reportedly went almost out of his mind from lack of stimulation, since there was not much for the little engineer and his sympathetic co-workers to do except eat, play cards, and retrace old victories on maps and globes. At one of his attendants characterized him as the island, it was boredom from Monday to Saturday, followed by "giant boredom" on Sunday.

But boredom is also a creative force, because it makes a survival strategy out of the ability to concentrate for extended periods of time. Boredom is the midlife of thought, and in the age of productivity porn, we might come to think of Napoleon's cult as an unreasonable luxury. ■

ON THE WEB For more Andrew Potter visit his blog at [www.moleskine.ca/andrewpotter](http://www.moleskine.ca/andrewpotter)

## WORDS TO THE WISE AT HOLIDAY TIME



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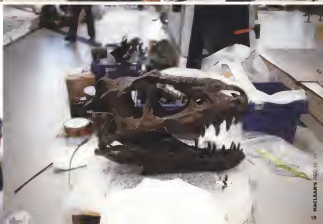
**MACLEAN'S**  
MAKE SENSE OF IT ALL



WEEK IN PICTURES



**SKELTON CREW**  
 Taken off the floor in early 2005, the Royal Ontario Museum's refurbished dinosaurs are getting ready to make their comeback on Dec. 15 as a new gallery in David L. Borsitsky's famous "crystal" addition to the building. The display will include a few new skeletons, one of which is a *Baryonyx* the ROM just discovered in its archives.  
 1 A team from Research Casting International, based in Trenton, Ont., assembled the skeleton of a *Corythosaurus* in a new more accurate pose. Built over rather than standing upright. The new pose (right) is a cast of the ROM's specimen; the real one is still being studied.  
 2 Peter May, head of RCI, inspects a *Corythosaurus* leg bone.  
 3 A cast of the *Corythosaurus* (left). Real skulls usually aren't put in displays so that scientists can continue to study the skulls. Individual bones.  
 4, 5 Workers painstakingly build the *Corythosaurus* out of individual ribs, vertebrae and foot bones.  
 6 A cast of the head of an *Albertosaurus*, a smaller cousin of the T-Rex.









generally means more arrests for offences like possession of drugs and stolen property. "What happens when you increase the number of police officers on an area," he says, "is that the reported crime rate goes up."

Figuring out where to add more police is proving to be a point of contention. At a recent meeting, provincial justice ministers clashed over the right formula. Ontario's Liberal government wants any new federal funding should be divided up based strictly on population. That would give Ontario about 1,000 of the promised 1,500 new officers, but some other provinces say the needs of rural and northern policing should get special treatment.

Decomposing where police are really thin on the ground—based on factors like crime rates and population growth—might help Ontario decide on next steps. "What we should be doing," Gordon says, "is developing indicators of need." Police already tend to be concentrated where crime is more prevalent. Regina, for instance, has a high crime rate, and employs one police officer for every 555 people. Kingston, Ont., a smaller steel city with about half the crime rate, has one cop for every 700 residents.

Public Safety Minister Stockwell Day hasn't said how Ottawa will distribute the promised new police funding, or when, or how much. Gordon wants at least \$500 million a year, would be needed to maintain police levels at 2,000 more officers on the job. But he urges the political decision-makers to take a step back before throwing money at a complex problem. "There's no formula, just a huge amount of experience," Gordon says. "It needs to be a lot better thought out. We need to stop talking about numbers and start talking about the issue." His caucus's report says police forces have "not responded" to looming rising crime and recession challenges since 1980. It recommends reforms like certifying all candidates for policing, a push to get retiring officers to resign up for social, renewable contracts, and building new mix with colleges and universities to target high-risk or potential recruits. "Each police organization appears to operate in isolation," the report says, "with little evidence of mutual being recognized as police organizations."

More police on the street means a good amount of pressure, and might even make sense, but making good on that commitment will require more than just doling out money to the provinces. With the major tragedy in the North and the Vancouver suspect putting police work under closer scrutiny than they receive, recent rearmament, the moment might be right for a more sophisticated look at where Canada is going to find its next generation of cops. ■



THE MAN WHO OPPOSED U.S. negotiating with natives started the Vancouver weekly saying

# Gordon Campbell makes a U-turn

How did 'Newt of the North' become Canada's most popular premier?

BY BARBARA MCDONALD • It must have seemed like Christmas in November 19 B.C. Premier Gordon Campbell. In a burst of press excitement he gave three weeks ago. Stephen Harper, standing in the Kildine House in Golden, gave a \$2.2 billion and extensive gift to the province, some of which will help to fund Campbell's baby, the multi-billion-dollar Pacific Gateway Project, intended to speed up the movement of goods around from B.C. ports. The next day, Harper, cooking into an eleven-style lunch with Vancouver's business elite at Cook Harbour's Bayshore Hotel, greeted B.C. seven more parliamentarians and an eight-year Senate term limit (West of the Rockies, they're being talked up before the 'Yes, B.C.,' and had said some are retirement slated for February, will soon be down to three senators, putting Canada's third-most populous province on par with P.E.I. In that order, Harper's weekend, five days out to the province—his sixth this year.

Prime ministers are always trying to stay up in the B.C. the consensus province loves voting against the left. But with the winds blowing right now, Harper could come up as many as B.C. midrange—a quarter of what he needs to make it to majority territory, says political guru Lynda, director of the Toronto-based Initiative Research Group. Locally, he adds, the Tories are running

ahead—at 41 per cent, up six points from 37 per cent in the last election, with both the Liberals and the NDP down from 2005.

Federal goodness notwithstanding, there are seven days for Campbell. As North America's increasingly name toward Asia, and many favouring giant Ontario looks set to be available, B.C.'s location and resource-based economy look more like assets than liabilities. When Campbell took office in 2001, B.C. was in 10th and last place in economic and employment growth. By 2005, the value of its total exports had reached \$1 billion, double that of the rest of the country, moved up to 10th in the nation, and natural gas and of today's revenue per citizen, topping \$1 billion. The province is behind only Alberta on population and economic growth, and economic growth rates continue to rise.

Campbell's tenure has grown with the economy, currently, he's one of only two premiers who are popular at home and good government on the national scene. The other is Danny Williams, who Murch from the Back, whose life story is legendary that while off they all in Atlantic Canada, the Gateway project is "real" to the country's competitiveness and economic well-being, says University of Lethbridge political professor Geoffrey Hale, who calls Campbell "the most able and effective Canadian premier of the new century."

The house didn't always look pretty for the 59-year-old. He and his late wife, Linda, who calls Campbell "the most able and effective Canadian premier of the new century."

any, capturing all that was in 2001. Campbell's early record to ease all traces of the NDP's decade long rule. The day after his inauguration, he announced a 10 per cent cut in personal income tax rates. Then, over three stormy years, he slashed government spending by 20 per cent, cutting 12,000 civil service jobs, closing 100,000 from the welfare roll, shuttering rural hospitals and overhauling and reducing legal aid. Next, B.C.'s powerful unions, and tens of thousands of angry protesters took to the streets to sound off against the tough new economies. The NDP labelled him heartless. Campbell folded his arms and stood firm.

But the past few years have been "Economic Miracle," called Editor "With the public opinion of John Chumley in 1993, Campbell has done the best job of packaging himself of any party leader in the country, says Hale. Thanks largely to his support for green causes, the man once named "Newt of the North" (after U.S. right winger Newt Gingrich) is now known as Mr. Green. He's judged to cut greenhouse gases by 8 per cent, enough to cut emissions, and cracked down on pollution by the oil and gas industry in 2005, by saving up his day-



on cars and depositing himself in the political centre, Campbell dismantled the opposition NDP, becoming the first B.C. premier in over 30 years to win back-to-back victories (He then has had three in a row).

The most striking change in Campbell's news-making with B.C. Press Nations "U-turn" doesn't even begin to describe the shift: says University of Victoria politics professor Norman Ross, who's been watching Campbell's political journey for 25 years, since his three terms as Vancouver mayor. Unlike the rest of Canada, B.C. is a remarkably treaty-free. That's why its leaders argue that it was under no legal obligation to negotiate Aboriginal land claims. In 1997, the province Court ruled differently. In 1998, former premier Glen Clark backed the Miq's Treaty 8, B.C.'s first since the 1970s. Campbell, then leader of the opposition, vigorously opposed Miq's. He argued it established a taxpayer-funded special status for a racial minority, and took the fight all the way to court. He lost, then scrapped

the appeal when he was elected premier, instead holding a divisive referendum on treaty status, which pollster Angus Reid dubbed the greatest act of "political stupidity" he'd seen in his entire career. Campbell got the results he wanted: over 80 per cent endorsed his Vancouver position, though only 30 per cent of British Columbia voted, thanks to a large-scale boycott.

Fast forward five years in 2006, Campbell announced "A New Relationship" with B.C. First Nations, an accord meant to fix track record. That summer, the *Absolutely Real* news program ran an Aboriginal name, Chama took, meaning "one who is able to do the right thing and bring harmony." This fall, he proudly tabled treaty with B.C.'s Tsimshian

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ten and Matt Reid's First Nations. He even admitted he was wrong on Miq's. "Why the turnaround?" Was it a business decision? A political calculation? Or did he simply see the light? That's the question of the day. "The jury's out on the road to Dunsmuir," says UBC anthropologist James Hallett, an expert on state-indigenous relations. "Personally, I think it's totally ridiculous. Somebody's convinced him it's in the interest of the province to do this." Indeed, account firms RSMG and PricewaterhouseCoopers say the uncertainty surrounding B.C.'s unresolved land claims has cut the province's value at \$1 billion in lost investments, hurting mining, forestry and agriculture. Michael Meffric, president and CEO of the Mining

Association of B.C., called it the "single greatest challenge facing mining." A more conciliatory approach made business sense. One cabinet colleague, speaking on condition of anonymity, argues that the median Miq's was not policies. "Campbell needed the first-year Indian vote. That's all. People take a lot about the need for principles in politics. He doesn't have any principles about anything. He's almost a man without a soul."

It's also possible Campbell learned something about the political value of amonement after his 2001 arrest for drink-driving in 2001. He remains the only Canadian politician to have spent a night in a U.S. jail cell. Some pundits, like popular Vancouver Province columnist Michael Smith, figured he was done. "I wasn't just the right guy, that was B.C. in a dozen-old years, three pretensions had been filled by scandal. Terry and contras, Campbell lived the career of a Vancouver press conference on June 12, his 50th birthday. The press reacted in the full strength, however, this seemed to mark the beginning of his about-turn. The incident actually became the personal popularity of British Columbia had never seen their school, Dunsmuir College, education premier looked mean. Then again, another story shared the front page with the DUI charge: "B.C. leads Canada's job boom," the Vancouver Sun's headline read. DUI notwithstanding, Campbell was starting to look like a fiscal

what. There's another possibility, what Hallett calls the "Campbell engine." The premier seems to be seen as a tough-minded policy-maker, says Hallett. But he also has an intense desire to be liked. The first three years saw that toughness, likely it all been less and make-up politician. But why not? "It's way more fun to have people come up and smile at you, than it is to be seen as a tough guy," Campbell says, reaching a hand to his cheek. Q: what that's gone from what to what. Maybe Mr. Joe really has made nice. What's Abnash for that press too. ■



**NO MORE BUB SCOUTING ON CLIMATE CHANGE**  
It's the only right thing. If we are not to believe that climate change is a major problem caused by greenhouse gas emissions then we have to reduce emissions, and the only way we can do that is if all major emitters reduce their emissions. It's that simple. We are not going to settle for anything less," Stephen Harper at the Commonwealth meeting in Kampala, on Canada's opposition to binding emissions targets for developed countries.



# THE UN FAILS MATH

On poverty, and AIDs, its numbers prove to be wrong and misleading

BY PETER SELAMUN TAYLOR • "Child poverty is a persistent problem in Canada," according to a UNICEF report released last week. The UN agency claims child poverty "has risen by 30 per cent" since 1980, and bolsters the assertion with a graph showing the dramatic increase. It says: "Canadians have been facing our most vulnerable citizens. Faces don't lie, after all."

But UNICEF's numbers do. None of the figures it cites on child poverty are statistically supportable. Some have been copied down wrong. Others appear deliberately misrepresented. And what numbers have been correctly referenced are ones deemed inappropriate for the measurement of poverty by Statistics Canada. If there's a persistent problem, it's that UN agencies seem incapable of getting their numbers right. Alongside these Canadian child poverty claims come news that another UN body has been overestimating the number of AIDS patients worldwide for years. The UN, it seems, could use a remedial math lesson.

In UNICEF Canada's "What's Rights for Soons," a line graph purports to show child poverty in Canada rising from 14.4 per cent in 1989 to 27.7 per cent in 2007. But none of these numbers are right. The figure for 1989 was changed after Statistics Canada pointed out an error. And StatsCan has not yet published 2007 figures, so where did that come from? Lisa Wolff, UNICEF Canada's director of advocacy, explains that she entered a 2005 figure for 2007 in order to make the graph appear up-to-date. But that too is wrong—27.7 per cent is actually the 2001 number. Presented with the evidence, Wolff claims she'd rather settle for "quibbling over numbers." The chart in question is designed to tell a story, the way. "The line is not a precise calibration. It is a stylized parallel to a picture of interdependence," [sic] child poverty rates. The story is valid."

If the proper numbers are inserted into UNICEF's chart, the claimed 30 per cent increase in Canadian child poverty falls to 10 per cent. But even that statistic is flawed because UNICEF uses before-tax data to make



**'THEY EMPHASIZE THE BAD NEWS AND IGNORE THE GOOD. THEY'RE ALL CATASTROPHISTS.'**



**AIDS PATIENTS:** The UN inflated stats on infection rates, and on poverty in Canada

the problem look bigger than it really is. Statistics Canada produces two different measures of low income: before-tax and after-tax Low Income Cut-Offs (LICOs). However, it explicitly prefers the use of after-tax figures because they take into account both government transfers and tax measures, and thus give a better picture of actual poverty.

John Richards, an economist who specializes in social policy at Simon Fraser University, published a major study on Canadian poverty in October. He calls it "bizarre" that anyone would use before-tax figures. "It is

certainly not consistent with what Statistics Canada recommends," says Richards. Chris Li, a senior analyst with StatsCan, calls it "deceitful" to use before-tax rates.

Wolff says she uses before-tax LICOs in spite of the warnings because StatsCan is comprised of statisticians, and not child development experts. Still, her story of growing child poverty in Canada depends entirely on before-tax figures. After-tax LICO rates reveal no increase at all in child poverty since 2001.

Other advocates appear to be accepting the need for greater honesty in poverty statistics. In October, federal Liberal leader Stéphane Dion used before-tax numbers to claim that "more than one million children live in poverty." But a November speech introducing the party's poverty platform saw Dion switch to after-tax rates. "Today, in Canada, more than 750,000 of our children live in poverty," he said, more truthfully. And earlier this week, the anti-child poverty group Campaign 2000 also relied on after-tax LICO rates in its annual report.

A professor for infodivulgence appears to be pathology UNICEF shares with other UN organizations. Last week, UNAIDS, which funds and coordinates HIV/AIDS relief, dramatically revised its worldwide infection figures from 39.5 million down to 35.5 million. The drop was a belated admission that the agency's method of calculating the number of AIDS patients was statistically unsupported. UNAIDS had relied on surveys of poor rural clinics in Africa, essentially using a sample of usually worse circumstances to extrapolate for the population as a whole. Critics say it's been clear for years that UNAIDS was overestimating the problem.

Edward Gross, director of the AIDS Prevention Research Project at Harvard University, cites Rwanda—where UNAIDS claimed a prevalence rate of 21 per cent while surveys of the general population now show three per cent—as an example of long-term, obvious errors. Gross suggests such mistakes are not entirely inadvertent. "UNAIDS seems to have a need to take what is already a tragedy and exaggerate it to make it look worse than it really is." The bigger UNAIDS made the problem appear, the more money and attention flowed its way, he says. It's an observation that seems equally applicable to UNICEF's efforts in Canada on child poverty. "There is a larger pattern here of the UN emphasizing bad news and ignoring good news. They are all catastrophists," Gross concludes.

None would disagree that child poverty or AIDS are major issues that demand attention. And these causes are not helped by deliberate exaggerations or falsehoods, which can weaken public support for the very causes the UN agencies seek to help. ■

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## Itchy trigger fingers are on the upswing

**BY CHRIS KELLEY** • The redeployment of Canadian troops in February 2006 quickly demonstrated the difference between holding the line in Kabul and chasing the Taliban across Kandahar province. In all, 34 Canadian soldiers were killed in Afghanistan between April 1, 2004 and March 31, 2007; just five had been lost the previous year. But among all the shots fired an anger was a substantial number fired by suicide. As the judge Advocate General, B.C. Gen. Ken Wilton, recently noted in his annual report, the 62 military



**IN AFGHANISTAN** There were 62 cases of improper weapon use

trials conducted in an experimental theatre in 2007-7 involving "negligent discharge of a weapon" was up from 28 the previous year. "What has proceeded to Afghanistan by Personal Defence, raised a brand new set of circumstances. A corporal who left his pistol unattended in his vehicle was sentenced a fine of \$175, whereas a private who shot himself in the left hand got off with a caution. A rifle to a corporal who engaged his target pistol somewhere in the 100 metres Kandahar Airfield and Forward Operating Base Robson was dinged \$2,000. And a warrant officer who accidentally discharged his rifle rounds from his C4 machine gun, then failed to report the incident and interfered with another officer's attempts to do so, received a severe reprimand and a \$2,500 fine.

The spike in Afghanistan could be due to "enhanced operational tempo," Wilton noted. But the majority of trials are held outside of operational theatres, and those two were up dramatically. There were 36 summary trials involving improper handling of weapons—40 per cent more than the previous year. And with two Canadian soldiers facing manslaughter charges in connection with alleged accidental shooting deaths of fellow soldiers, it's not a standard that Wilton has brought too close "to the attention of the chain of command." Safety, as they say, begins at home. ■

## Pizza Pizza sued for big money money

**BY MICHAEL PRIGODANT** • A few years ago, the Pizza Pizza restaurant that scribbled its famous phrase "Two Minutes or Free" was now "40 Minutes or Free"—and the weather, it must be, the restaurant is busy, the order is too large, or the delivery man can think of another reasonable excuse.

The popular pizza joint never offered an official explanation for the change, but you can bet it had something to do with Ultra Prince, a 34-year-old Hamilton woman. On April 3, 2004, she was crossing downtown street when a delivery van, rushing to meet his piping-hot deadline, came speeding through the intersection. As her 16-million lawsuit now claims, Prince was "knocked down" and "left in a pool of blood on the street." Six years later, she continues to suffer from severe headaches, back pain, will let her, memory loss and "anxiety." "The plaintiff is, and will continue to be, totally and permanently disabled from all normal life functions," the lawsuit says.

At the heart of her huge lawsuit is a claim in Pizza Pizza's 30-minute guarantee, which was still in effect at the time of the accident. The policy "not only encouraged, but mandated" unsafe driving, Prince says. And even though the company knew the scheme was "dangerous" and "reckless," it nevertheless "killed this idea and took the chance or risk of injury to all its innocent bystanders." Pizza Pizza declined to comment. But it is fighting the lawsuit, arguing in a written statement of defence that the driver was working as an independent contractor, not an employee, and that too much time has elapsed since the crash.

If the case ever does reach court, Prince seems to have history on her side. In 1995, a 36-year-old woman won a similar court battle against Domino's Pizza after a delivery driver twice left his window open her and caused property damage to her car and cat. Like Pizza Pizza, Domino's eventually came out with its minutes promise—but cut before delivering millions of dollars to the woman's lawyer. ■

## Church fires angry, unruly congregation

**BY DEN HAEGEREN** • At St. George's, Queen Avenue United Church in West Vancouver, B.C., is the very model of stability and permanence. Although the imposing modernist structure opened in 1919, its roots date back 140 years, to 1879, when the first service was held by the Fraser River, and 1866, when the congregation built its first Central Methodist church building. Sometimes, however, a congregation has too much history.



**MINISTERS came and went, but the fighting never stopped**

project, the church's regional governing body in essence told the congregation for conduct unbefitting.

The unprecedented decision to "disband the congregation" for cause comes into effect Jan. 31, 2008, after many more attempts to solve the fraying and dysfunction that have roiled the church for years, says Rev. Richard Lee, co-ordinator of pastoral relations for the presbytery. Ministers came and went, following a series of one-on-one meetings. An emboldened memorandum by a former board member rounded the congregation, as did a failed attempt to amalgamate with two other congregations in the city. Initiatives were to deal with cancer and minister and were sometimes met with "a threatening response," says Lee.

This July, the presbytery initiated a new minister, Rev. Wendy Reed, trained to work with congregations in "transition times." By fall, she asked for an external review. Its conclusion, "an ongoing in the presbyterialist attitude." Dismissing the congregation, initially was considered best hope for salvation. "It's think that it is quite difficult for a congregation to live out its beliefs in God and as Christians when there is so much pain and anger as we've experienced," says Reed.

For now, the church is preparing for Christmas and its annual Christmas and Yuletide concert. A first communion service will be held sometime before the church closes. By October, the congregation will be history, and with it, any hope of resurrection. ■

## Creating a Future without Breast Cancer

MAKING a Difference One Dollar at a Time



Minna Dineen wasn't supposed to get breast cancer. At 45 with no family history she was the picture of perfect health. So when she saw a newspaper article calling for volunteers for a breast cancer study she didn't hesitate to get involved. "I was only working part time and I thought I can do that," says Dineen. Everyone was given a physical including a mammogram. Her's turned up an abnormality so a biopsy was done. "I was ready to leave when the young woman said, 'Not like you to say, I was so surprised I met you here.'"

Dineen discussed her options with her oncologist and decided on a mastectomy which seemed like a radical solution. "I told the doctor I have a five-year-old and need to live (so I wanted) the most secure thing. And a good living too." When they did the pathology on the breast, they found a second cancer—the fast-growing lobular kind.

Not all breast cancers are the same. There are many different types of breast cancer. When there is a diagnosis of breast cancer knowing the type of breast cancer that is present helps patients and their health care team select the best treatment options. The Canadian Breast Cancer Foundation provides information on the types and stages of breast cancer on its website at [www.cbccf.org/breastcancer](http://www.cbccf.org/breastcancer). The site also includes information on treatment methods living with breast cancer and many other aspects of breast cancer and breast health such as risk factors, early detection and life after breast cancer. Also provided are links to other reliable information sources so people can find out as much as they need to know about breast health and breast cancer.

## About the Canadian Breast Cancer Foundation

The Canadian Breast Cancer Foundation is the leading national volunteer-based organization in Canada dedicated to creating a future without breast cancer. Established in 1998, the foundation funds, supports and advocates for:

- relevant and innovative research
- meaningful education and awareness programs
- early diagnosis and effective treatment
- a positive quality of life for those living with breast cancer

"The foundation makes choices with respect to investing in the breast cancer cause by focusing on the impact on the lives of those most affected by breast cancer," says Sharon Wood, CEO Ontario Region. "To us, impact includes reducing the disease burden on the population, improving women's experiences and quality of life, and increasing knowledge about breast cancer prevention and treatment."

## Why Breast Cancer is Important

Breast cancer is the most common cancer among Canadian women. Its estimated that this year over 22,000 women will be diagnosed with breast cancer and over 5,000 will die of the disease. One in nine Canadian women is expected to develop breast cancer at some point during her lifetime. One in 27 will die. Men can also be diagnosed with breast cancer. This year an estimated 170 will be diagnosed and 10 will die from it.

The Canadian Breast Cancer Foundation was created to ensure that breast cancer had a specific research agenda in Canada," says Sharon Wood, CEO Ontario Region. "Twenty years ago there was no organization with a



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dedicated breast cancer focus. Today it's about ensuring that we invest in the cause across the continuum: prevention, screening, diagnosis, treatment, supportive care and palliative care. The Foundation is dedicated to ensuring that the necessary research, education and health promotion programs exist to create a future without breast cancer."

### Where the Money Goes

The Foundation has funded hundreds of projects across Canada. Over the past 25 years, it has allocated over \$200 million dollars in grants for breast cancer research, education and health promotion programs. Taking innovative approaches to research and support and providing a springboard for further research.

"We funded a study that was among the first in the world to demonstrate the role of physical activity in potentially lowering levels of menopause. A hormone believed to have protective effects against breast cancer," says Wood. "The research conducted by Dr. Julia Knight, at Mount Sinai Hospital in Toronto, suggests how exercise might affect a person's chance of developing the disease and may provide an opportunity for the scientific community to build on this knowledge and help women understand what steps they can take to reduce their risk."

By funding education and awareness programs such as Breast Cancer Awareness campaigns, the Foundation helps to promote breast health awareness to thousands of women each year. Community education and health promotion grants allow the Foundation to support its regional offices to develop initiatives, reaching out to underserved audiences.

### Working Hard Across the Country

With regional offices in British Columbia/Vancouver, Prairies/NT, Ontario and Atlantic Canada, the foundation is truly national. Funding quality research and programs from coast to coast.

- Sponsored by the BC/Prairie Region, the first in Columbia Screening Mammography Awareness campaign, SCREEN, has increased the number of new mammogram bookings by 25%.
- The BC/Prairie Region's

Breast Cancer Navigation Map provides an overview of the breast cancer journey from diagnosis to treatment options, including key decision points.

- In the Prairies/NT Region, the first provincial research funders bank in Canada was established in Alberta, allowing cancer researchers to access the samples they need as they search for answers to questions like "Why does one woman respond well to a certain type of breast cancer treatment while another does not?"

"Funding by the Foundation meant the cancer bank could report and bank cancers of all types, making tissue samples and the case histories of those tissue samples available to researchers across Canada and internationally," says Dr. John Warkley, Professor of Oncology at the University of Alberta, and a co-founder of the cancer bank. "It's an exciting time. I've been working on some of these questions since 1999, how because of the bank and the funding from the Foundation, we are able to address these questions in a targeted way and it's giving us a much better chance of making the next step forward in breast cancer treatment."

- At the Prairies/NT Region, the Multicultural Breast Health Project is educating immigrant women about breast cancer risk factors, early detection and breast health.

- In Ontario, the Foundation is funding research into understanding how exposures or conditions related to agricultural work may increase the risk for breast cancer, as well as examining breast cancer risk in women who have combined occupational histories of agricultural work and health care or automotive related manufacturing work.

"The Canadian Breast Cancer Foundation has been very supportive and open-minded," says Dr. Margaret Nishi, Regional Assistant Professor, Sociology and Anthropology, University of Windsor. "Most research is looking at treatment

genetic causes or lifestyle factors, very few studies look at environmental and occupational exposures even though we know that half of all breast cancers can't be explained because they don't fit into these categories."



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This year's Canadian Breast Cancer Foundation CIBC Run for the Cure took place on Sunday, September 30th and on Run day, raised a record \$26.5 million.



# IS IT TIME TO BOMB IRAN?



**The prospect of Iranian nuclear weapons is frightening. But the consequences of attacking Iran are unpredictable, and possibly uncontrollable** BY MICHAEL PETRURO

**F**or anyone who hoped that U.S. President George W. Bush would stop his final year or so in office to quickly end this terrorism—started with launching two major military campaigns but has been a disappointing runner and fall. Despite ongoing wars in Iraq and Afghanistan, the prospect of a third one to be fought with Iran over its nuclear program is real and growing.

Iran was a charter member of the so-called "axis of evil," defined in such, along with Iraq and North Korea, in Bush's 2002 State of the Union address. Bush has since dealt with Iraq, and no longer says much about North Korea. But rhetorical rhetoric is not enough. Regarding Iran, Bush has been increasing over time. In May, when Vice President Dick Cheney issued the order of an American aircraft carrier in the Persian Gulf and renewed America's pledge to stop Iran going nuclear. "With two carrier battle groups in the Gulf, we're sending a clear message to friends and adversaries alike," Cheney said. "We'll stand with others to prevent Iran from getting nuclear weapons and dominating the region."

Since then, Washington has announced new sanctions against Iran's Revolutionary

Guard Corps and officially declared its elite Quds force a supporter of terrorism. Bush himself said in August that Iran's pursuit of nuclear weapons threatens to put the Middle East "under the shadow of a nuclear holocaust," and then, in October, issued the order for the prospect of a global war. "If Iran had a nuclear weapon, it'd be a dangerous threat to world peace," he said. "So I told people that if you're interested in avoiding World War Three, it seems like you ought to be interested in preventing them from having the knowledge necessary to make a nuclear weapon."

Possible accusations to Bush in both the Democratic and Republican parties seemed just as harsh. Hillary Clinton-Claire said, "We cannot, we should not, we must not permit Iran to build or acquire nuclear weapons." Her rival Barack Obama will not rule out military force, saying that while arming Iran would be problematic, "having a radical Muslim theocracy in possession of nuclear weapons is worse." As for Republicans, nuclear weapons is also a deal. And John McCain became a war on YouTube after issuing an unapproved edict about bombing the country. "I think there is a very serious chance of conflict in the

next several years," says Bruce Riedel, who was a member of a CIA task force during the Islamic revolution in Iran and subsequent hostage crisis, and later worked on the file while a member of the National Security Council during three presidential administrations.

Iran insists its nuclear program is peaceful—a claim the United Nations nuclear watchdog has been unable to verify due to Iran's history of obfuscation. Most Western governments believe the program is geared toward developing nuclear weapons. The fact that the program has been so thoroughly concealed suggests this in the case, says Jeremy Stein, an associate fellow at the Royal United States Institute think tank in England. "Frankly, the only reason for doing that is if it is a nuclear weapons program," he told *Newsweek*.

For now, there remains the possibility that Iran might be dissuaded from acquiring nuclear weapons through some combination of diplomacy and sanctions. But the window is closing and eventually—perhaps within only a couple of years—George W. Bush or his successor will face a stark decision: allow Iran to acquire nuclear weapons, or use force to stop it.

**The case for bombing Iran** seems compelling. Iran supports militant and terrorist groups in Lebanon, the Palestinian struggle against Israel, as part of its larger goal of dominating the Middle East. It has also been

nuclear umbrella. We would not be able to recognize the region we're operating in. It's not a very nice region to begin with. But it would create an opportunity for the region to become far less hospitable to U.S. interests or Western interests over the next decade." Iranian President Mahmoud Ahmadinejad has called for Israel to be wiped off the map. In the Jewish state, even though it possesses its own nuclear weapons, a nuclear-armed Iran is seen as an intolerable threat. Former CIA officer Riedel, now a senior fellow at the Brookings Institution's Saban Center for Middle East Policy, has discussed the issue with "very senior" Israeli military and intelligence officials. He says there is a broad consensus among Israeli that it is better to attack Iran

member of the Arab League, has been killed as a chance to jump-start a peace process between Israel and the Palestinians, but it is also seen as building an informal alliance against Iran. "Should Iran acquire nuclear weapons, its regional rivals will likely try to follow suit. 'When you could do it, why not start a nuclear arms race?' Riedel says.



## THE WINDOW IS CLOSING ON DIPLOMACY OR SANCTIONS



THE U.S. HAS BEEN taking an increasingly vibrant stand against Ahmadinejad and his nuclear agenda, while encouraging sanctions against his Revolutionary Guard (above)

helped to give the sprawling act of terror, such as the 1994 bombing of a Jewish community center in Buenos Aires. The greatest fear is that Iran would place nuclear material in the hands of terrorists, who would then carry out attacks against Western targets.

While horrific to contemplate, the chances of this occurring are not high. By joining an nuclear materials in a third party, Iran would have caused over what it would be, but would be unlikely to escape responsibility and criticism. "I would never discount it, but I think the chance of nuclear terrorism are often overblown," Riedel says.

This does not change the fact that a nuclear Iran would be a major threat to the region. "When it comes to the war on terror, a nuclear-armed Iran would be a game-changer," says Ben Bernanke, vice president for policy at the American Foreign Policy Council, a Washington think tank. "Since Iran is the world's leading state sponsor of terrorism, the groups that it supports—Hizbullah, Palestinian Jihad, Hamas—will behave differently when they have a

hand on a nuclear bomb." The Iranian aren't going to put it back and let it be, he says.

Some influential Americans believe the United States shouldn't let back either. Norman Podhoretz, who was assistant to the president of the Kennedy Library, says that in 1964 and is now a foreign policy adviser to Rudy Giuliani, supports current diplomacy with Iran as the approach of the German during the 1970s. The "plain and brutal truth is that if Iran is to be prevented from developing a nuclear arsenal, there is no alternative to the actual use of military force—any more than there was an alternative to force if Hitler was to be stopped in 1938," he wrote in a recent essay.

A nuclear Iran would also dominate the Middle East in the region. Arab countries in the region, such as Jordan, Egypt and Saudi Arabia, whose citizens are for the most part Sunni Muslims, already resent and fear the rising power of Iran, whose population is largely Persian and follows the Shia brand of Islam. (The world's Middle East summit in Annapolis, Md., involving Israel and most

U.S. allies in the American foreign policy Council says that U.S. policy toward Iran is governed by three overriding goals: that Iran does not acquire new weapons of mass destruction, that does not sponsor terrorism, and that it does not undermine efforts toward peace between Israeli and Palestinian. "Does Iran become a choice or further away from that goal as a result of nuclear acquisition?" Bernanke asks. "My feeling is that it gets farther away."

The United States still has non-violent options, such as sanctions and "economic warfare" to pressure Iran to stop its nuclear program, Bernanke says. But he believes America must be ready and willing to use force. "Ultimately, if it comes down to it, that is the world's most dangerous regime. Do you want to have the world's most dangerous weapons? I would argue probably not."

**It is a disturbing prospect—a nuclear arms race in the Middle East, emboldened terror states, and a country that has pledged to wipe itself off the map soon after with the means to make good on its threat.** The U.S. and other members of the world's biggest nations can stop this from happening, but can an attack on Iran succeed?

John Spley is a retired U.S. Navy admiral who recently served a United States Command, where his responsibilities included strategic planning for military theater war. He is not permitted to reveal the details of his work, but he has been a vocal advocate of military options in the war with Iran.

A full mission and occupation of Iran would require hundreds of thousands of troops. Given the strain that U.S. forces are under in Iraq and Afghanistan, this option is simply not realistic. Arbitrary action against Iran would be designed to damage its ability to acquire nuclear weapons capability, rather than

Iran has a variety of means to retaliate against the U.S. and its allies—whether John Siger calls it a “large kit bag of asymmetric responses, including terrorism.” It would likely strike at Israel through its proxy Hezbollah and possibly Hamas; it could also hit American troops in Afghanistan and Iraq using its own forces, or through proxies in

Proponents of the empire military critics disagree—correctly, that Iran is already supporting groups that attack American and other coalition troops in Iraq. But Mofid believes it could get much worse. “I don’t think we’re using the Iranians, particularly in Iraq, like the gloves off,” he says. “They’ve sent a signal. What they’re not told is the Iraqis say, ‘This up and go get the Ameri-  
cans.’ That would be a profoundly difficult problem for the U.S. militarily to deal with.”

Trying to figure out which of these two issues is important has bedevilled Western policy makers for years. What is almost certain, however, is that American military strikes against Iran would do deep and lasting damage

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The unfortunate reality is that there are no easy answers. Some believe that Iran can be forced to give up its nuclear program through sanctions and diplomatic pressure. Others argue that "engaging" Iran would produce results, if the United States offered Iran security guarantees in that didn't feel the need to get nuclear weapons to ensure its own protection.

Such tactics might work, but there is little consensus opinion. Iran has powerful friends, such as Russia and China, who would not support a global economic crackdown. And despite recent meetings between American and Iranian ambassadors in Iraq, the belts over rhetoric emanating from both Washington and Tehran makes the prospects of a real diplomatic breakthrough slim.

A third option, unpalatable but perhaps inevitable, is to plan for a nuclear armed Iran. Such a strategy would be based on a policy of deterrence and containment, similar to that pursued during the Cold War by the United States regarding the Soviet Union and China—states that presented a much bigger threat to the West than Iran does today.

There are drawbacks to a strategy of deterrence. Some analysts believe Iran cannot be deterred because it is not "rational," the way the Soviet Union and China were. This is because Ahmadinejad and others within Iran's political and religious elite are followers of a branch of Shia Islam that teaches that the U.S. and Israel are the "Great Satan" and the "Little Satan," the so-called hidden imam, will return to earth as a state of chaos and war in which case, the fear is, the Iranian leadership would see no reason to avoid a nuclear exchange.

Bruce Riedel dismisses this. "I think Iran would behave like a normal rational state," he says, before adding "I don't think that's terribly reassuring. Normal nuclear states engage in aggressive behavior, from the Cuban Missile Crisis to the Kargil war in South Asia. But they're not crazy. They don't use nuclear weapons because they know nuclear weapons crosses a threshold that leads to mutual assured destruction."

Even among rational actors, deterrence has its flaws. During the Cold War, the deterrent effect of nuclear weapons prevented the United States and Soviet Union from directly engaging each other. But the two superpowers engaged in many vicious proxy wars. Deterrence is an effective means of avoiding open-type nuclear exchanges, it is also able to avoid the kind of low intensity conflict that is common in the Middle East today.

"The assumption of policymakers that deterrence in the nuclear level does not automatically translate into stability at lower levels of conflict," writes James Bobbitt, a professor

of international relations at the National Defense University, in a recent book titled *Waiting On Tehran*. "In fact, it leads to permanent instability as regimes pursue conflict by other means, relying on their nuclear inaccessibility to deter the U.S. or any other power from using decisive measures."

A denuclearized Iran is hardly an ideal situation—and yet it is probably the best we can hope for should the Islamic Republic acquire nuclear weapons. American political leaders are therefore right to say that all options are on the table when it comes to Iran. Such rhetoric is a necessary part of strong-armed diplomacy. But if and when Iran calls America's bluff, the United States might be wise to seek further non-military measures to pressure and contain Iran. A nuclear-armed Iran would be dangerous, destabilizing, and potentially catastrophic. Bombing Iran could be worse.

There is a final strategic option, which is both difficult and involves a substantial leap of faith—and that is to intensify work with Iranian democrats toward reforming and ultimately democratizing the country. This is a delicate strategy to pursue. Supporting opposition groups within Iran—something the United States is already doing—invites the Islamic regime to tarnish anyone who opposes it as an American spy or stooge.

But there is also evidence that Ahmadinejad's support is waning, and he may even be losing the backing of Iran's religious establishment. His presidency has been a disaster in terms of the economic well-being of most Iranians. And a newspaper closely linked to Iran's supreme leader, Ayatollah Khamenei, recently said Ahmadinejad was putting Iran in danger because he described people opposed to his nuclear program as enemies. The paper called the president's behavior immoral and illegal.

This reporter has traveled widely through Iran and encountered widespread hostility to the aims of the Islamic revolution and the mullahs who run the country. Many Iranians also expressed admiration for democracy, the Western tradition of separating church and state, and for the United States in general. None said they would welcome American air strikes or an invasion, and it would be foolish to advocate Iraq-style regime change in Iran. But the Democratic West has allies among everyday Iranians. These can be cultivated and multiplied through programs as simple as such as radio broadcasts.

It will take time for such a strategy to pay dividends, and there is the risk that Iran will go nuclear before it does. But a democratic Iran with nuclear capabilities is the better than a hostile, theocratic Iran seeking to acquire the same. ■



## KOSOVO AT THE BRINK

**The Serb province may soon declare independence—which might bring violence**

**BY ISRAEL TURCOT** • Following one of modern history's conflict-international ad-libs and several rounds of high-level negotiations, there could be an announcement for the future of Kosovo. But the world is just days away from a United Nations imposed deadline for a vote by EU, U.S. and Russian members to negotiate a solution to governance of the predominantly Albanian southern province of Serbia, an area considered by Serbs to be the cradle of their civilization.

For its part, the Serbian government has proposed various solutions. The latest is a system similar to the administration of Finland's Åland Islands, where the Swedish majority has enjoyed autonomy while being loyal to the central government in Helsinki for eight decades. The Serbian quarter for Kosovo, Shkoder-Serbia, had also found a Hong Kong-style autonomy package for the ethnic Albanian majority in the province, which is fully rejected by the other side.

The ethnic Albanian rejection says they want nothing short of independence for the province, which is home to 1.5 million ethnic Albanians and more 100,000 Serbs who have fled since the 1990s. The war between Albanian guerrillas and Serbian-led NATO intervention in 1999 and Kosovo became a UN province. Former ethnic Albanian warlord Ibrahim Rugova, who emerged victorious in parliamentary elections in November that were boycotted by the Serb majority, vowed to unilaterally declare independence soon after the Dec. 10 deadline set for the international crisis to report. However, Rugova, who will likely become

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the most prominent minister of Kosovo, who said that he will work closely with the United States and the EU, which mostly back his position. "Kosovo is ready for independence, but we will do nothing without coordination with our partners Washington and Brussels," said Thaci, who used to be known as "the Snake" when he was leader of the Kosovo Liberation Army.

But deeper problems do appear from some heavyweight members of the international community, when world leaders say similar and independent for Kosovo will set a dangerous precedent in the region, and elsewhere. Russia, Serbia's strategic ally, has threatened to veto any UN plan for Kosovo independence. Cyprus and Greece, also long-time allies of Serbia, have said that they, too, are opposed to unilateral independence for Kosovo. The

Serbian minority in the province.

Since 1999, after a 78-day NATO bombing campaign ended the war, Kosovo has been run as a UN protectorate, backed up by a 18,000-strong NATO peacekeeping force. The eight-year operation, which has reportedly cost the international community more than \$8 billion, has been one of the costliest per capita aid packages since the Second World War. Critics say the UN presence has done little to encourage economic development or contribute to the growth of democratic institutions in the province. Unemployment currently stands at 61 per cent for ethnic Albanians in Kosovo, and 93 per cent for the minority Serbs, many of whom cannot find employment because of intense discrimination. Thousands of Serbs currently live in one apartment bloc, heavily guarded by NATO

police have demonstrated, with attacks against ethnic Serbs and on Orthodox churches in the region. Since 1999, 148 churches have been destroyed, and 46,000 Serb-owned properties have been illegally taken over by ethnic Albanians, Serbian officials say (most ethnic Albanians are Muslims).

"Kosovo has become an intolerant society based on a collective vendetta, where there is no basic tolerance, no freedom of movement throughout the province, and no respect for democracy," said Banovic in a recent interview from Ottawa. "You see it in the low turnout during the elections—Albanians don't trust the wardens to rule and many of them know that they will use independence to enrich themselves." Indeed, Kosovo has long been a cross-shipping point for heroin from Afghanistan, a trade controlled by some of the province's most powerful warlords.

With no deal likely to be hammered out before the UN deadline, negotiators say the decision on the status of the province will likely be delayed. However, it is widely expected that Thaci and his supporters will declare independence by the anniversary of NATO's entry in the Balkans. German diplomat Wolfgang Ischinger, has made it apparent that a deal can be reached. Ischinger, backed by the U.S., said that "a status neutral" pact is possible, in which Belgrade and Pristina agree on a series of practical measures, such as trade, without addressing independence.

But if unilateral independence is accepted for Kosovo, with no concrete promises to Serbia, it may lead to violence from Serb nationalists, as Serb negotiators have long argued. Serbian officials hope that the two sides can still find a mutually acceptable agreement that stops the UN charter on international law under which minorities

are protected and democratic institutions are respected. Many Serbs feel that international support for the ethnic Albanian side derives from leftover feelings of mistrust of Serbia where it was ruled by strongman Slobodan Milosevic and his thugs, who fomented a series of nationalist wars in the 1990s in order to bolster their own hold on power.

During that time in Kosovo—where Serbs are now on the receiving end of injustice—dozens of ethnic Albanians were driven from their homes in a brutal ethnic cleansing campaign by Serb army police and paramilitaries. "Unfortunately, all Serbs are still seen as an extension of the Milosevic regime," said Banovic. "But Serbia is a different place after Milosevic, where 80 per cent of the population want to join the EU, and where people participate in a functional democracy, which contributes to regional security." ■



## THE ALBANIANS SAY THEY WILL SETTLE FOR NOTHING LESS THAN FREEDOM

countries, along with Romania, Spain and Slovakia, fear that an independent Kosovo could spark other minorities in their own territories to declare independence.

"There [for ethnic Albanians] position on conflicts is expressed in law," says Dusan Ristic, a historian and the recently installed Serbian ambassador to Canada. Inevitably, one of the world's leading experts on Kosovo, a former negotiator for the Serb government on the status of Kosovo. For Radovic, Kosovo cannot declare independence under international law because the status was denied to Serbs and Croats in Bosnia. "It will provide regional stability," said Banovic, who says that other minorities will choose to follow in the Kosovo model if independent is granted under international law. "Kosovo is completely unprepared for changing status because there are no democratic institutions and no protection in place for the



ETHNIC ALBANIANS expressing anger over dead, former warlord Thaci is set to be PM

front, in the Kosovo capital Pristina. According to Banovic and other critics, more than two-thirds of ethnic Serbs have been forced out of Kosovo since the end of the NATO intervention in 1999. Moreover, 70 per cent of Kosovo's Roma population has also been expelled. In the eight years since the UN has been in charge, security in the

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LASOVOL, Britain's most wanted, is seeking an MP's seat for credibility—and university

## ONE-PARTY STATE?

**Putin's chokehold on power is destroying any hope for democracy**

**BY NANCY MACDONALD** • It seems that Britain's Most Wanted Man, ex-KGB officer Andriy Lugovoi, is on the run—for a seat in the Russian Duma. The millenarian Moscow, prime suspect in the notorious murder of Kremlin critic Alexander Litvinenko in London last year, is a candidate with the ultra-nationalist Liberal Democrats in the country's national election on Dec. 2. Lugovoi is striking stealer, credibility—and an MP's immunity from prosecution. But to some, his candidacy is evidence of the absurdity of an election that Mike McFaul, a Russia expert at Stanford University, simply calls "a tragedy."

In Russia, Lugovoi has become something of a "folk hero" as a symbol of resistance to the bullying West, says Steve LeVine, the Dallas-based author of *The Ordeal of Gory*, about the struggle for Gorbachev's memoirs. There, common opinion holds that Lugovoi and Russia are innocent, and perhaps even victimized. (Lugovoi had a claim that it was Lugovoi who tipped Litvinenko a dose of radioactive polonium-210.) It also respects the duty to seek justice from the Russian secret service ("Lugovoi's candidacy shows how strong the anti-Western and Russian nationalist currents have grown,"

says University of British Columbia political scientist, Las Lundstrom).

Today, calls for greater transparency and democracy from the international community are labelled anti-Russian—reminiscent of Soviet-era charges, says UBC Russia expert Anne Glynn. And the apocryphal President Vladimir Putin has been putting on Business Democrats has become a household. He's even arrested members of Obyed Rossiya, an opposition movement led by former world chess champion Garry Kasparov.

Putin's United Russia, polling at over 60 per cent, will surely win a landslide victory. In fact, polls suggest that only two parties are guaranteed seats in the new Duma: United Russia and the Communists. Likely to win around 14 per cent of the vote. Two other parties are hovering just below the seven per cent hurdle to win seats: Lugovoi's Liberal Democrats, led by the charismatic yet buffoonish Vladimir Zhirinovskiy, and Fair Russia, a far-right social democratic party created by the Knaves, it supports the president.

By denouncing the opposition Putin—banned by the constitution from seeking a third consecutive term as president—has undermined the possibility of real reform, moving Russia in the direction of a one-party state. "It's become an autocracy," says McFaul, sighing deeply. "It's hard that nobody wants to use." Indeed, the big question in Russia is not whether Putin will hold onto power after March's presidential election, but how.



### INDIA: READYING THE BATTLE CAMELS

The Border Security Force is preparing to send its troops to guard against the influx of refugees from the war-torn Darfur region to avoid peacekeepers. The BSF uses camels to track arms and drug smugglers along India's frontier. Sixty animals will now be given a course that includes not reacting to gunfire and following "voluntary movements." Says deputy commander-in-chief Rajendra Babbar: "Our camels would be patient. I would be happy to load them into trailers."

PHOTO: AP/WIDEWORLD



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## A new form of neighbourhood watch

**BY REBECCA ASSELMAN** • It's interesting that the bulk of the outrage surrounding Megan Meier's suicide can be found online. It was there, on the social networking site MySpace, that 13-year-old Meier developed a crush on a nice boy, Josh Evans, who had asked to be her "friend." For the emotionally fragile Meier, who for years had battled weight and self-esteem issues and who took medication for ADD and depression, the



**MEGAN'S suicide prompted people in her community to get even**

friendship was a therapeutic balm. Her parents, Ron and Tina Meier, said she'd never been happier than when exchanging fun, flirtatious e-mails with this new online friend. That is, until Josh became nasty, calling Megan a bitch, slut, and, recalls her father, sending a message that read "The world would be a better place without you."

The same night that message came through, Megan hanged herself in her closet.

Now, more than a year after the suicide, neighbors in the quiet St. Louis suburb of Dardenne Prairie, Mo., have discovered that Josh Evans never existed—he was a fabrication of her mother Lori Drew, who was upset with Megan for ending a friendship with her own daughter—and they were revenge. Discovering that there was technically nothing illegal about Drew's online tormenting [prosecutors couldn't find a statute applicable to the case], locals have begun some cyber-bullying of their own. Using websites such as notmyneighbor.com and Lettuce.com, they've posted photos of the Drews along with their address, phone numbers and e-mails, inviting a flood of hate mail and vandalism. "We just want their gone," said Kevin, a disgruntled neighbor.

The Meiers aren't condoning the Internet vigilantes. They're willing that concerned citizens extend help from cyber to charge the law, so that future cases of adult-to-teen bullying can be deemed a crime. A civil lawsuit, but the angry online mob seems to have found its niche. As one blogger explained, "This is why I love the Internet: hate machine." ■

## Little faith in the Iranian justice system

**BY RAYE LORING** • Iranian-Canadian photojournalist Zahra Kazemi died in Iranian custody on July 11, 2003, just days after her arrival while photographing outside a Tehran prison. Now—three years after the Iranian judiciary blamed an accidental fall for her death (in sharp contrast with outside findings that she died after a brutal beating)—Iran's Supreme Court has ordered a new probe into the matter. As it was decreed in the original court ruling to deal appropriately with the case, "[it] has been returned to a competent court which, God willing, will make the final decision," said judiciary spokesman Ali Reza Jorshahi.

Iran's latest probe is little more than a "public relations play," says McGill University law professor Payam Akhavan, who has advised Prime Minister Stephen Harper on matters relating to the Kazemi affair. "The Iranian judiciary is a notorious instrument for the suppression of dissidents," he continues. "It suggests it can now conduct an impartial investigation into credibility." Kazemi's son, Montreal resident Stephen Hachemi, 30, would agree. "I'm not sure any for anything from them," he says. Hachemi recently launched a \$10-million fund in Quebec against the Iranian government.

Akhavan notes that Iran's apparent willingness to reopen the Kazemi case should be viewed within the context of its increasing diplomatic isolation. In March, the Islamic Republic's right-of-admission recommendation that Ottawa launch its own investigation (the Corcoran has been told to drop the case) was rejected. And while Kazemi's case is important, Akhavan explains it's by no means unusual. "The tenure of dissidents goes on unabated," he says. "We just don't hear about them because [unlike Kazemi], they don't have the good fortune of dual citizenship." ■



**A FRESH PROBE into Kazemi's death is being called a PR play**

## Paris's guerrilla restorers

**BY JORDAN TIMM** • The Pantheon is one of Paris's most famous landmarks, a neoclassical mausoleum that serves as a monument to the likes of Voltaire and Danton. For a full year, it was the home to a group of militants with an unusual mission: The Underground branch of the Penn-based U.K., a group of so-called cultural guerrillas. With a membership of about 150 students and thirty something professionals, including lawyers and nurses, the U.K. explores and secretly rewrites the neglected parts of France's cultural heritage—including the Pantheon's clock.

Since the 1990s, the U.K. has held parties in Paris's historic underground catacombs, staged nocturnal plays and presenting mad



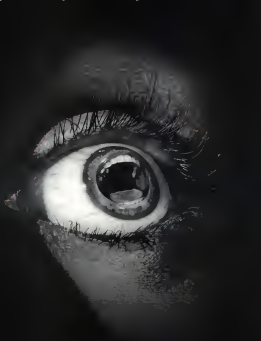
**THE PANTHEON was the Underground's latest project**

songs in Metro stations and public monuments. The Pantheon authorities learned of its existence in 2004, when police uncovered a subterranean cinema, bar and restaurant under the Seine, a special police unit has since been ordered to track the neomilitants.

Composed largely of architects and interior fans, the Underground is the branch of the U.K. that specializes in restoration. For 15 years, they've been quietly refurbishing some of Paris's hidden gems. In September 2005, the Underground established a secret workshop and headquarters in the Pantheon, under the monument's dome. Over the course of a year, they worked at night under the guidance of a professional clockmaker, repairing the building's antique clock. Installed in the 1890s, it had broken in the 1960s and more been left to rust. The group's work was so meticulous that the Underground revealed its existence to the Pantheon's administration.

The Centre for National Movements was disrupted, and began legal action against the group members, but last week the charges were dropped out of court for lack of evidence. The Underground, meanwhile, is already at work on another restoration effort some where in Paris. In location is unknown. ■

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The average Canadian spent \$930 on gifts for the holiday season last year, according to Visa Canada's annual gift-giving survey. This was the highest personal average amount recorded since the survey began about eight years ago.

Conducted by Maritz Research, the study showed that while a majority of Canadians (87%) expected to tackle their lists at local stores, significantly more shoppers with Internet access and a credit card turned to e-retailers than in previous holiday seasons (23% in 2006 versus 18% in 2005).

Respondents from Quebec expected to spend more on holiday gifts, boosting their budgets by 14% to \$140. British Columbians entered the festive season with 11% more money earmarked for gifts and spent \$217 in 2006. Shoppers in Manitoba and Saskatchewan, who reported a 17% increase in 2005 over 2004, spent 2% more on gifts in 2006.

While 60% of Ontarians expected to hit the mall to buy gifts, an increase of 7% over the previous year, the average amount they spend has remained fairly consistent (\$1,068 in 2006 versus \$1,055 in 2005).

Atlantic Canadians, who traditionally have had the most generous holiday shopping budgets for five of the last eight years, reported a decline of almost 22% (\$868 in 2006 versus \$1,090 in 2005). Albertans have also reduced their holiday extravagance and will spend \$1,042 this year compared to \$1,081 in 2005.

According to the survey, the gift-giving circle includes an average of 10 recipients, and Canadians buy an average of 13 presents. While 39% of men believe their significant other is the most challenging to shop for, only 17% of women say the same. A quarter of male respondents put Mom and Dad on top of the hardest-to-shop-for list, then plan to spend more on their spouses – an average of \$257 compared to the \$182 spent by women.

For the eighth year in a row, clothing was the most popular gift for friends and family. Gift cards and certificates moved up from fourth to second spot in 2006, tied with toys. Books (51%), music items (52%) and electronics (57%) round out the top items Canadians will unwrap this year.

Clothing also tops kids' wish lists. About 18% of children want to head back to school after the holidays in the newest duds. While 11% would prefer a toy and 2% are asking for electronics, tied on the list, 6% of children have asked for a gaming system (iPod or MP3 player, and 6% just want cash.

Regardless of where survey respondents lived, all regions of Canada reported an increase in the number of people who believe the Internet offers a convenient shopping option. While 23% of Canadians with Internet access and a credit card reported that it's very or somewhat likely that they'll shop online, the largest move toward Internet shopping took place in Alberta, where 31% of respondents expected to turn to e-retailers, up 20% over the previous year.

Most Internet shoppers are looking for electronics these days. Typically the second or third most popular online gift category, electronics surged to the top in 2006. Clothing is in second place at 25%, up from 13% in 2005. Books, which were the number one Internet gift purchase last year, slipped to third spot (22%) with CDs (19%) and toys (9%) rounding out the most popular items.



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ADVERTISING REPRESENTATIVE

Finery  
**Jewellery**



Royal de Versailles jewellery store in Toronto caters to an international clientele with discerning and demanding tastes. The company predicts that yellow diamonds, jewellery made of yellow gold, fine watches, and cuff links of all kinds will be top choices.

Renowned for its diamonds, including yellow pink and white diamonds, Royal de Versailles also carries a magnificent collection of South Sea pearls, tanzanites, rubies, emeralds and other precious stones. But it's the yellow diamonds that are predicted to be especially popular this year, in part thanks to the many celebrities who are showing off the canary yellow stones. Royal de Versailles claims to have the largest selection of yellow diamonds in Canada.

Continuing the yellow trend, yellow gold is coming back into fashion after years of white gold, silver and platinum ruling supreme.

The store's Rolex boutique carries the largest collection of Rolex watches in Canada. It also carries Audemars Piguet, Blancpain, Cartier, Ebel, Girard Perregaux, Hublot, Des Ombres, Panerai, Patek Philippe and Vacheron Constantin.

For women, especially, fine watches with a large face are the current trend. Cartier's Ballon Bleu watches are also a big hit, and watches made by Panerai are hot items, too. Any watches with interchangeable straps in colours such as pink and red are also top choices this year.

Cuff links for men are making a strong comeback, including those encrusted with diamonds and rubies.

Drop earring and fine chains are popular for women's evening wear, but linker necklaces with large links are favorite choices for a sportier daytime look.

Fine jewellery of any kind is already a recommended gift choice because it is a worthwhile investment. High quality pieces often get passed down through the generations. Royal de Versailles staff see many items brought in by people whose grandparents bought the jewellery at the store.

And, of course, the sentimental value of a gift of jewellery can't be priced.

The Rolex Yacht-Master II watch comes in white gold with a platinum bezel. \$41,580. Call 416 967-7201 or visit [www.royaldeversailles.com](http://www.royaldeversailles.com)

The Cartier Ballon Bleu watch comes in yellow gold with a diamond bezel. \$23,700. Call 416 967-7201 or visit [www.royaldeversailles.com](http://www.royaldeversailles.com)



## BAD THINGS USUALLY HAPPEN IN THREES. YOU'RE BROKE, YOUR GIRLFRIEND DUMPED YOU AND YOUR D-SLR ISN'T 100% DIGITAL.

GET IT RIGHT THE FIRST TIME. INTRODUCING THE 100% DIGITAL E-410 AND E-510 D-SLRs WITH IMAGE STABILIZATION, DUST REDUCTION, AND A LIVE VIEW LCD SCREEN. NO REGRETS. START BELIEVING AT [GETOLYMPUS.CA](http://GETOLYMPUS.CA)



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# FUN Gaming

G4techTV Canada is the one and only Canadian TV station that is plugged into every dimension of tech games, gear and gadgets. Owned by Rogers Media Inc., the channel airs more than 24 original series. G4techTV is available on digital cable and satellite. (Visit [www.g4techtv.ca](http://www.g4techtv.ca).)



PlayStation 3 features a new game for the PlayStation 3.

## Electronic Gaming

The Lab with Leo Laporte is one of the many popular programs that are produced by Victor Lucas of Vancouver-based Greedy Productions in partnership with G4tech TV Canada. These programs are a terrific resource for the newest and newest games and gadgets and informative reviews of products.

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Electronic Gaming: hosted by Victor Lucas, Julie Stoffer and Tommy Tallarico, is a Telly Award winning show that goes on location and behind the scenes of the video game industry to provide interviews with game developers, previews of upcoming games, industry news, technology features and celebrity game segments, as well as to look at the latest gadgets, toys and comics that gamers are interested in. (Visit [www.electronic.com](http://www.electronic.com).)



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**Uncharted: Drake's Fortune**  
In this latest action adventure from Jak, a suave (and Chaii-Bondoc) makes Naughty Dog games up with Nathan Drake, a modern day fortune hunter who discovers a clue to the whereabouts to the last treasure of El Dorado. Along his path to fortune and glory, Drake encounters fierce pirates, ancient traps and lots of dark secrets that have kept the treasure hidden for centuries.

#### Blasphemy

Apert from delivering one of the most surprising and satirical stories in videogame history, Blasphemy doesn't sleep on the beautiful graphics or minis action. Players will have to enter into the underworld city of Requiem, going into combat with the Big Badasses and musing themselves with all sorts of devil-themed topics.

#### Mass Effect

A brand new science fiction action game created by Edmonton-based BioWare, Mass Effect is a stunning achievement in interactive storytelling. The game features impressive visuals and an outstanding branching conversation system that will allow players to explore the inner depths of the game's complex characters while at the same time veiling the outer edges of the game's beautiful galaxy.

#### Assassin's Creed (also available for PS3)

Combining elements of Ubisoft's acrobatic Prince of Persia game play with the open world randomness of games like Grand Theft Auto, Assassin's Creed allows players to explore the ancient cities of Acre, Jerusalem and Damascus in the role of an efficient and calculated killer. There's more to this complex adventure than meets the eye and the gorgeous graphics and amazing animations are just the start of the fun.

#### Half 3

Bungie's ubiquitous sci-fi shooter ascended to new heights with the latest installment in the franchise, which broke records around the world for its opening day sales. Instead of taking the easy route and just delivering a straightforward sequel to Halo 2, Bungie pulled out all the stops and made a game that delivers on so many levels it dwarfs the competition. It has a four-player capability, customization possibilities, and the ability to record, edit and share movies of your incredible feats.

#### Call of Duty 4: Modern Warfare

Call of Duty 4: Modern Warfare (also available for PS3 and PC) brings World War II moves out of the Second World War and enters the current military experience with the latest in the acclaimed Call of Duty franchise. The action in this game is incredible, with fast-paced action scenes taking place during the single player campaign to highlight the tension. The game is almost without peer in 2007, delivering some of the most satisfying multi-player matches you'll ever experience in a shooter.

#### Wii

##### Resident Evil 4: Wii Edition

For those just in cash in ranks of the fantastic horror title that took game of the year honors when it appeared on Game Cube in 2005, Resident Evil 4 for the Wii brought with it an improved control scheme, 16:9 widescreen and progressive scan support, the full HD expanded storyline for the game and a budget price.

##### Super Mario Galaxy

Mario is back in one of Nintendo's greatest action adventures of all time. This time our fearless hero plumber jumps from one strange planet to another rescuing Lumas and searching for the kidnapped Princess Peach. Each planet delivers its own set of gravity-influenced puzzles and crazy creatures to contend with, but thankfully Mario has the ability to space walk and don all sorts of cute and useful new costumes. This is a great game for the Wii remote and the challenge junkie elite.

##### Metroid Prime 3: Corruption

Samus Aran has never looked better. The latest in the Metroid series delivers some spectacular puzzles to solve and vicious enemies to battle, all with the graceful controls afforded by



the Wii remote and nunchuk. The art direction for the game is sensational. This is easily one of the best looking titles of 2007 and this game play is as strong and addictive as the Metroid games have ever been.

##### Mario Stikers Charged

A fun, multiplayer cartoon-like soccer title that borrows heavily from Nintendo's Mario Kart franchise, Mario Stikers Charged is packed with cool new modes and special attacks and also includes support for online play. The game is a best when the hands come over and it's accessible enough for new players and deep enough for experienced ones.

For PCs: Crysis, Hellgate London and World in Conflict are all good choices.

Choose the Legend of Zelda and the Phantom Hourglass, Dawn to Uls and Lego Star Wars: The Complete Saga.

PSP: PSP users will enjoy Bishon Filter, Logan's Shadow, Star Wars Battlefront, Renegade Squadron and Castles of Dracula X Chronicles.

## Online Shopping Tips

Despite the convenience and wide variety of goods available online, Canadians who choose not to increase their security and fraud concerns are reasons they shy away from the Internet. Here are some tips from Visa to help keep your information safe and secure when shopping online.

- Do not share your user name or password.
- Make sure your Internet browser has a lock for secure information or a lock icon in the browser's address bar.
- Close your credit card details only when you initiate a purchase, never in response to an unsolicited "offer".
- Keep a record of your transactions online by keeping your email confirmations or by saving down the confirmation numbers provided by the merchant.
- Review your monthly statements closely to make sure all the charges are valid and correct.
- Confirm the retailer's delivery and return policies before you make a purchase.
- Never respond to an unsolicited email request for personal or account information, even if it appears to be from a trusted source.
- Never send payment information including credit card numbers or bank account information by regular email.
- Enroll in the Verified by Visa (or MasterCard) service. Visa helps ensure purchases made online at participating merchants are made by the actual cardholder through the use of a personal password.



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# The Gifts

For this year's holiday shopping, choose from exciting electronics that promise hours of fun or take your pick of watches and rings with lots of wow-factor.

## Panasonic

### HDC-SD5 High Definition Camcorder

To complete the high definition home, start recording in HD. The new HDC SD5 30000 full-HD 1920 x 1080 camcorder from Panasonic records stunning HD images you can play back with extreme clarity and detail on large-screen flat-panel televisions. The SD5 is the world's smallest and lightest 30000 full HD camcorder that records onto high-capacity solid-state SD/SDHC Memory Cards offering the ultimate in convenience and expendability. The camera features the high-resolution AVCHD format and advanced Optical Image Stabilization. \$1,199.99



**TH-60PZ750 VIERA Plasma TV**  
Bigger is better when you give the Panasonic 65-inch TH-60PZ750 high definition plasma television. This 65-inch beauty features a tenth-generation 1080p panel with a resolution of 1920 x 1080 pixels and SD Memory Card Slot. \$9,999.99

**TH-50PZ750 VIERA Plasma TV**  
Need something a little smaller? Christmas classics look better than ever on the VIERA 60-inch PZ700 series plasma. Featuring a sleek new cosmetic that will look outstanding in any living room, this flat-panel plasma features stunning 1080p resolution that delivers deeper blacks and true-to-life colors and is sure to please the whole family. Featuring an SD Memory Card Slot with Photo Viewer, the TH-50PZ700 can transform your living room into a digital photo gallery. \$3,999.99

**TC-32UX700 VIERA LCD TV**  
The perfect gift for a bedroom or kitchen, the TC-32UX700 LCD flat-panel television features Intelligent Scene Controller, which contributes to the delivery of superior picture quality and a large viewing angle. The top of the line VIERA LCD also features advanced technologies to reduce ghosting and create smoother motion. \$1,499.99

**SC-PT00X Scaysa Home Audio System**  
Is there someone on your list who loves to entertain? The SC-PT00X Scaysa home audio system is the perfect gift. A multi-source, multi-room surround-sound system with a high-capacity hard drive music jukebox, the PT00 features an 80-gigabyte hard disk drive to store, organize and play music from a variety of digital and audio sources. It can even create playlists based on mood and energy level. An advanced GUI navigation system makes it quick and easy to locate and sort songs, and when you're watching a movie, the PT00 gives you perfect, localized clarity with revolutionary Twin Centre 3.1 surround-sound speakers that localize sound precisely at the centre of flat-panel, big-screen TVs. \$1,299.99

### PT-AE2000 LCD Home Cinema Projector

Pick up a Panasonic PT-AE2000 LCD home cinema projector for the savvy home theatre enthusiast on your list. The AE2000 is designed to accurately reproduce the original picture quality intended by Hollywood movie and television creators. Using technology that reduces the amount of light dispersion, the AE2000 produces clear, vivid 1080p images, creating the ultimate home theatre experience.

Mounted to the ceiling or simply placed on a high-bookshelf, you'll want to get out the popcorn for this incredible movie watching experience. \$2,499.99

**Pro High Speed SD Cards**  
Don't worry about running out of recording space with Panasonic's Class 6 Speed (30 megabytes/second) 8GB and 16GB memory cards. These new SD Cards incorporate high-speed data-writing capacity which enhances the function of SD/SDHC compatible devices (such as Lumix cameras and camcorders), providing more stable, effective performance. Prepping to be announced.

**RP-BT10 iPod Bluetooth Wireless Earbud Headphones**  
Panasonic's iPod Bluetooth wireless earbud headphones are a music lover's dream. These headphones are designed for use with all iPod models except the Shuffle. Put your iPod safely away and revitalize your music with the built-in wireless controller as you visit our Boogie Day line-ups. The RP-BT10 headphones are available in black and white. \$179.99



### THE LUMIX® FX10, WITH SO MANY FEATURES YOU'D THINK IT WOULD BE BIGGER.

The Panasonic Lumix FX10 is loaded with great features like a built-in intelligent stabilizer system that compensates for hand and subject movement, a large 3.5 inch LCD view screen and a Leica DC lens. But even more impressive is that this little gem is a stylish, ultra-compact design that will let you shoot like a pro no matter where you are.

**Panasonic**

**LUMIX**

Lens as depicted rendered in Leica Microsystems IP coating. LEICA sensor technology and optical system design and a quality assurance system that have been certified by Leica Camera AG based on the company's quality standards.





#### DMC TZ3 Lumix Digital Camera

A great gift for those guaranteed to please, the Panasonic DMC-TZ3 is a 10x optical zoom compact digital camera. The 7.2 megapixel camera offers a 28mm wide angle Leica lens. Intelligent Image Stabilisation – the industry's most advanced anti blur technology – and a three inch LCD all in a sleek, stainless steel body. Available in blue, black and silver. \$339.99

#### DMC FZ18 Lumix Digital Camera

Doesn't an ultra compact type? Hello, sports! All manual features and more rugged feel of the Lumix DMC FZ18 digital camera. This 8 megapixel digital camera features an extra-long zoom (18x optical plus 28mm wide angle Leica DC lens and can take up to 4CD photos on a single battery charge. The FZ18 offers a host of manual features, including recording in RAW format while still providing the intelligent Image Stabiliser System to allow for truly creative and blur free digital photography. \$649.99



#### CF W5 and CF Y5 Toughbook Notebooks

Make mobile professionals merry with a Toughbook Notebook computer from Panasonic. Weighing just 2.7 lbs. and capable of holding a charge for up to 7.5 hours, the 12.1 inch Toughbook CF W5 is perfect for executives on the go. At only 3.4 lbs. the Toughbook CF Y5 is amazingly light as well, even with its 14.1 inch screen. Evolving a 5.9-hour battery and soft resistant keyboard. Both models feature an Intel Core Duo Processor, an integrated multi drive (DVD, R/W, CD, RW) and 1-usb/10/100/1000Mbps LAN. Available in 2 gray/teals. Add to that an ultra thin design, shock mounted case, rugged magnesium shell and three year international warranty, and your next gift giving choice becomes even easier. The CF W5 and CF Y5 are \$2,799.99 and \$2,999.99 respectively.



#### EP-450000P Back Pro Ultra Message Chair

Nothing beats a relaxing massage in the comfort of your home. The EP-450000P Back Pro Ultra Message Chair from Panasonic features the largest back massage area currently available and uses Panasonic's unique massaging technology offering a more pronounced technique to target muscle tension by reproducing the circular motion of the thumb. The foot body massage is designed to soothe stiffness deep inside the muscle and stimulate blood flow. \$5,999.99

#### Genius Microwave

Holiday cooking is faster and easier with Panasonic's line of luxurious Genius Prestige microwave ovens. Models include the NN-SD797S Inverter counter top, the NN-SD297S Inverter Over the Range, and the NN-SG44S Inverter microwave/convection oven. Fashionable and functional, an entire holiday feast can be prepared in the NN-SG44S, the first stainless steel inverter and convection oven with four way cooking (baking, combination microwave and broiling features) \$799.99 for NN-SG44S, \$579.99 for NN-SD797S and \$699.99 for NN-SD297S.



#### Cellular Phone Tough 9600

For your cell phone, get the Panasonic Tough 9600 Portable Navigation Device. By playing the beginning of the trip and using a large 5 inch widescreen LCD screen, the CN GPS makes travel simple. The Bluetooth compatible GPS device connects with NavMap maps (including TMC traffic updates in select areas) that can be upgraded through an SD card interface. Best of all, its voice recognition capability lets you enter your destination verbally, allowing you to keep your hands on the wheel. \$499.

#### RP-HUE300 Stereo Earbuds

Panasonic's high performance earbuds suit the most discriminating of ear drums. Featuring a Neodymium magnet for rich and powerful sound, the earbuds are available in white and black and include three ear pad sizes to ensure the perfect fit. \$32.99

#### ES-8228 Hydra Clean Shaver

Featuring the world's sharpest blade, the Hydra Clean Shaver is equipped with a convenient wet or dry option, charging station and self-cleaning function, making it ideal for home, travel or work. Unlike other shaving systems, this unit uses a water-activated detergent instead of an alcohol based solution, making it gentler on the skin. \$329.95



#### KX-TH111 LinkTo Call Phones

The holidays are busy enough – Panasonic's LinkTo call phone system makes keeping in touch easier and more efficient. The advanced Bluetooth-enabled cordless answering system allows users to link a Bluetooth-enabled cordless phone to initiate and receive calls using any of the cordless handsets in the system. Up to five cellular phones can be registered at the same time. The KX-TH111 provides the use of one regular phone line in addition to the LinkTo Call Bluetooth connection, giving the option of using either the regular phone line or the cellular phone from any handset in the home. Now callers can hold and create a comfortable hold time while conversing on a call line. Panasonic's LinkTo-call phones are cost-effective, allowing families to take advantage of their existing cordless plan while enjoying the reliability of the home phone system. \$249.95



#### GLOSANGE Hybrid 2-Line Landline/VoIP Cordless Phone system

It's easy to stay connected during the holidays with friends and families overseas with Panasonic's new GLOSANGE series of Hybrid 2-Line cordless telephones with Voice Over Internet Protocol (VoIP) broadband technology. Hybrid 2-Line allows calls to be made and received via both the VoIP line and regular landline connection. The GLOSANGE phones provide a solution for consumers who want to add VoIP services without losing the advantages of landline services such as low rates and service during power outages. Free calling between all GLOSANGE phones throughout the world makes it the perfect gift that keeps on giving. \$129.95

## Gift Card Trends

When it comes to the giving and receiving of gifts, a new trend has been noticed on the part of many West Coast consumers. This year's list reveals that Canadians love to give – both giving them and making them.

1. 1 Canadian (99%) either "always" (47%) or "sometimes" (51%) that they enjoy making gift cards because they allow the receiver to choose what they want with it. This is compared to just 30% in the US who believe "sometimes" (39%) or "always" (61%) of a gift card is the best option.

Interestingly, women (91%) are more likely than men (84%) to go for gift cards. In fact, younger Canadians (18-34) are more inclined to use gift cards in regard with shopping at retail stores.

1. Gift cards are really a new way of life. 2. Gift cards are a great way to give a gift. 3. Gift cards are a great way to give a gift. 4. Gift cards are a great way to give a gift. 5. Gift cards are a great way to give a gift. 6. Gift cards are a great way to give a gift. 7. Gift cards are a great way to give a gift. 8. Gift cards are a great way to give a gift. 9. Gift cards are a great way to give a gift. 10. Gift cards are a great way to give a gift.

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## Targus

## Flexible Mobile Keyboard

A perfect gift for both the gadget lover and clean freak in your family, the Targus Flexible Mobile Keyboard is a completely sealed with a silicone covering designed to prevent dust, liquid or pollutants from lodging between the keys. For those who still manage to spill something on their keyboards no matter what they do, the Flexible Mobile Keyboards can be easily cleaned with water, alcohol or disinfectants to help prevent the spread of germs. \$29.99



**USB Internet Phone with Keypad**  
A combination of an Internet phone and a compact keypad, this full featured flip phone includes a microphone, volume control and a built-in sound chip for superior sound quality. It's compatible with Internet phone services such as Skype and Vonage. \$29.99



**USB Notebook Mouse Internet Phone**  
Switch easily from using the USB Notebook Mouse Internet Phone as a traditional notebook mouse to a completely functional USB phone with built-in microphone, speakerphone, headphone jack and independent sound chip with volume control equal to that of conventional phones. It's compatible with MSN, Yahoo, Google, Skype and Vonage. The unique two-in-one device from Targus perfect for the home, office or on the road. \$49.99

## Nintendo

## Nintendo Super Mario Galaxy

Over the past year, Nintendo has demonstrated that video games aren't just for kids anymore. With the launch of the Wii, the video game world has been revolutionized. Super Mario Galaxy for the Wii is the definitive Mario experience of the next generation. With its distinct, visual style, an all-new gravity based game play and never before seen worlds to explore, Super Mario Galaxy offers a universe of surprises.

## Nintendo Brain Age 2

Nintendo's new Brain Age 2 includes a series of mental training exercises designed to give the brain a workout. The 15 new, engaging activities include playing simple songs on a piano keyboard and playing rock paper scissors. Players take a series of tests and receive a DS Brain Age based on their performance. With daily training, players strive to improve their mental acuity and lower their DS Brain Age. It is fun, easy to use and a great way to keep the mind active.



## SanDisk

## Sense Clip

The Sense Clip MP3 player is about the size of a matchbook, but it comes with big attitude. It's compact enough to fit in your pocket, yet it produces the exceptional sound quality that you'd expect from a full-sized player. The Clip comes with an FM radio and recorder, microphone, long-lasting rechargeable battery (up to 15 hours), charging clip and a bright screen for easy navigation. Available in black, pink and blue and in 1 or 2 gigabyte capacity. \$47.99 for the 1GB and \$70.99 for the 2GB.

## Epson

## Epson PowerLite Home Cinema 1080

The movie aficionados on your list will jump at the chance to create a personal movie theatre in their home. With the industry's highest video-definition signal to date, the sleek PowerLite Home Cinema 1080 easily creates a larger-than-life entertainment experience with the colour and detail you would expect from a movie theatre.

## Cruzer Contour USB flash drive

This USB flash drive has a glossy black finish and silver metallic body and features the fastest rewrite speeds and largest capacity (8 gigabytes) available in a SanDisk drive. The Cruzer also includes U3 technology so you can run applications directly from the drive without needing your own computer and won't leave behind passwords or documents on the host computer. Available in 4 or 8GB. \$110 for the 4GB and \$205 for the 8GB.



## Epson Stylus Photo R980

A hit with photo enthusiasts, creative types and musicians alike, the Epson Stylus Photo R980 is the perfect choice for printing professional-quality, frame-ready photos in a variety of sizes at the touch of a button. Ideal for photo albums, scrapbooks, photo greeting cards and general document printing, the R980 will be at the top of holiday wish lists.



## Epson PictureMate Snap Photo Printer

The Epson PictureMate Snap is the perfect companion to your digital camera. This portable printer is ideal for chief memory officers or the designated family photographer in search of an easy and affordable way to get brilliant, lab quality 4x6 matte or glossy prints at the touch of a button.



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hydraSense®  
CONGESTION  
RELIEF

New hydraSense® Congestion Relief is a decongestant composed of 100% hypertonic natural-source sea water. It relieves nasal and sinus congestion caused by colds, sinusitis and allergies by cleaning nasal cavities and helping in the removal of mucus-trapped infectious agents and allergens, thereby helping to protect against infections. Non-habit forming, the natural-source decongestant may be used as often as needed. hydraSense® Congestion Relief. The natural-source choice to open your nose. [www.hydrasense.com](http://www.hydrasense.com)

Hypertonic Congestion Relief

hydraSense®  
CONGESTION  
RELIEF

Heidi T. Simon  
Decongestant

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## Corporate Social Responsibility Report

# DOING BUSINESS THE RIGHT WAY

It wasn't very long ago, just 10 years in the past, when a typical CEO would answer questions about corporate social responsibility by saying that a company's obligations are to make money, create jobs and obey the law. That's it: do business and create no enemies and you could rightly claim the mantle of good corporate citizen. Needless to say, standards and attitudes have changed.

Today, social responsibility means protecting the environment—not just obeying environmental laws. It means providing a dynamic, healthy and rewarding workplace, not just a paycheck. And as big business has globalized, it means respecting human rights and accepting the challenge to be an active force for good in the world. It's a tall order. Amazingly, more and more major companies are living up to these standards.

Over the past year, we have heard from readers that they want more information about the ethical and environmental track records of the companies they buy from and invest in. In that vein, Maclean's, in partnership with Ipsos Research, this week presents our first-ever ranking of the most socially responsible companies operating in North America. Ipsos Research is an independent environmental research firm that evaluates the environmental, social and governance (ESG) performance of global companies, and has emerged in one of the most rigorous and

**An ethical investor's toolbox 66**  
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assisted ascent in the burgeoning field of such research. Its clients include pension funds, money managers, foundations, religious orders, and now you—our readers.

The rankings are broken down into six industry groups, taking into the vast majority of the public markets and economy. In all, more than 100 companies were evaluated, and those listed here represent leaders in their peer groups. The companies have been assigned a letter grade, from A+ to C, to correspond with the media on their preliminary set of over 300 indicators, grouped under the headings: Community and Society; Corporate Governance; Customers; Employees; Environment; and Human Rights. In each area the firm assesses policies and management systems, programs and perform-

ance, relying on information gathered first-hand, and from research providers around the world, including Boston-based W.D. Research & Analytics, Inc.

Obviously, it's impossible to describe the entire sweep of a company's commitment to social and environmental responsibility in just a few paragraphs. Instead, we've created provide a few of the highlights of the companies listed, and a basic sense of how they research the key issues of concern to today's investors, employees and customers.

It is also true that no company is perfect. Even these industry leaders have failings and blunders on their record. Those weaknesses are reflected in the letter grades received, but not always in the write-ups that appear in the magazine. For more detailed information, we encourage you to go to Maclean's.

Finally, it's important to remember that any evaluation reflects the priorities and values of the evaluator. Keeping that in mind, Maclean's Senior Writer Jean Kelly has provided a toolbox for Canadian investors in doing their own research into corporate social responsibility, starting on page 66, and a guide to the burgeoning world of "socially responsible" mutual funds on page 76. It's more important than ever for Canadians to know not only that their investments are doing well, but that they are doing good. We hope this package of information will help you do just that.

By Steve Black

# INVESTING WITH A CONSCIENCE

**Separating good from bad isn't easy. Here's how to get started.**

**BY JASON KIRBY** • For those who invest in ethical funds, the same alphabet soup of acronyms leads to one question and one term: How socially responsible investing (SRI), environmental, social and governance criteria (ESG), and corporate social responsibility (CSR).

Once you decide that you're concerned with more than just the bottom line, investing gets a whole lot more complicated. And

while some investors would tolerate companies that build protective gear and weapons for our troops, while still benefiting those with two or less mines and landmine boaters. At the same time, did you like gambling and pornography? Did you think it useful as they once did, controlling roughly two-thirds of the population's gambling in most communities and paid for by donations at the Web.

Mixing things even more difficult, emerging social problems will likely become a hot-button issue for some investors, says Mark Frazer University. "The debate over what is and what

the entertainment industry. Would that mean ruling out one of Canada's last domestically owned major mining companies, one that owned 10% in most CSR to meet? It depends how close to the line you're willing to go.

Even the most responsible investors must draw the line somewhere. SRI mutual funds grapple with this question constantly. Many invest in a company to long as it's more than 10 per cent of its sales come from problem industries. For example, Dreyfus Tech Fund (which was run by a company with 100% in tobacco) in many ethical funds, even though it's earned a small part of its sales from gun-making industry through the Harris. "If you're really determined to do this, and not just to make yourself feel good in front of your clients," says Kirwin, "you're going to have to define how far you're willing to go."

**"IF YOU'RE REALLY DETERMINED TO DO THIS, YOU'LL HAVE TO DECIDE HOW FAR YOU'RE WILLING TO GO"**



**FIRST YOU'LL HAVE TO SET SOME PRIORITIES.** Do you consider profiting from gambling to be immoral? How about selling grocery food from?

a lot more interesting. There are important questions that need to be asked about what issues are vital to your moral code, and which can be left in pursuit of profit and a comfortable retirement. Does this compromise have ties to chemical weapons or cluster bombs? And does that company do business with repressive regimes? It can take some serious thinking to find the answers. But the payoff comes in knowing your portfolio will truly reflect your beliefs.

Today it seems there are as many possible social and ethical issues to first over as there are channels on TV, and the number is growing fast. When once ethical funds focused themselves chiefly with smoking, pollution and nuclear safety, today's ethical funds have taken on many more complicated. The investment managers' fund, for SRI investors are looking at specific issues such as climate change, water use and deforestation. What is hot, of course, but it's complex

investor changes over time," he says. "The notice a fellow just got put on the vice pass, where it wasn't there seven years ago." Does that mean McDonald's is no longer a good investment?

Before proceeding, you have to set limits on what issues are important to you, says experts. Otherwise you might blackball huge swaths of the market, leave your investment exposed and make your portfolio too risky. Restricting yourself to solar power and bio-fuel stocks may make you feel good, but you might be devastated in a market downturn.

Just as important, you need to decide how deep your convictions are. "That might take you right down to the products you supply have to do with cigarettes that make you want to quit," says Eric Kirwin, a professor of finance at the University of Toronto's Rotman School of Management. According to Black Country's website, the Vancouver mining giant makes certain lead alloys used in

But that's the easy part. Actually finding information about the companies you want to invest in is another matter entirely. Plenty of firms specialize in analyzing companies beyond their financial measures, but their research will cost you. Justis Research in Toronto compiles detailed reports on those stocks in Canada and around the world, delving into environmental, social and governance performance. The firm's research serves as the cornerstone for some of the largest SRI funds in Canada. This week, Maclean's provides some of that insight to our readers. But the cost of buying individual reports from professional analysts can really add up.

Several research houses compile analyses of companies that meet their SRI criteria, and as some cases (like those) are public. For instance, leading bank BNP's recently created an exchange-traded fund based on the Justis Social Index. BNP's disclosure

the list's 50 Canadian companies on its website. Likewise, Dow Jones runs several sustainability indices, and names which companies make the cut. By the same token, mutual funds must regularly update their holdings through SIF's website, Canada's largest ethical fund.

It also helps to know what's got SRI fund managers' backs. Each year they disclose to shareholders proposals about corporate annual meetings, as topics like the environment and human rights. It can be a way for investors to learn a thing or two about trends in their own portfolios. For instance, Vancouver-based Ethical Funds publishes the results of its research with. Among the ones included this year's human rights abuses in China, and what North, Power Financial and CIBC Systems, which have agencies there, are doing to address them.

Finally by digging into a company's report, you may find it difficult to find your portfolio. Some companies make that easier than others. In addition to regular financial statements, many now publish corporate social responsibility reports, addressing not only environmental performance, labour standards and governance practices. Yet



**SOME CSR REPORTS AREN'T WORTH THE REPEATED PAGE.** Many times all they make are more (bad) investments.

say Joshua Haggard, a financial adviser with Toronto Securities Toronto, which focuses on ethical investing. "If [CSR reports] are not full of facts, figures, and no numbers and specifics about their policies, then the companies probably aren't doing anything."

Investors agree on what's from the deal? Details. Like Alcan's 2007 CSR report, the investor. It measures every environmental and human rights violation that's been reported in its operations. Meanwhile Telus, which has had a rocky relationship with its critics in the past, disclosed detailed figures that track employee grievances, accidents at work, and the number of its workers.

CSR reporting standards are slowly emerging. The Global Reporting Initiative, a non-

profit group made up of institutional investors, companies, unions and academics, operates a clearinghouse at [www.gri.org](http://www.gri.org) where investors can search. Only those reports that meet criteria are listed in its office, though. So far, only a few dozen Canadian companies make the cut.

Even CSR reports from some of the big global companies aren't perfect, though. Earlier this year, General Electric admitted a misleading omission in previous CSR reports. In the past, GE said it did not have ties to producers of land mines or cluster bombs while producing this year's report, it realized it had acquired a subsidiary that

**DISCLOSURE** Some companies are more upfront about their performance than others. Take the aluminum giant Alcoa, which publicized detailed information annually on social issues.



**IF REPORTS ARE FULL OF NICETIES AND NO NUMBERS, THEN THEY PROBABLY AREN'T DOING ANYTHING**

supplied services used in those employees. Sales from the mines were less than one per cent of GE's business, and it had voted to end the business this year. For the most part, the difficulties companies face when trying to be good, and the challenges for investors who rely on companies to live up to their environmental and human rights. "Ultimately, I think the world would like to see Bloomberg-style reports on companies that are readily available on their strengths and concerns," says Eugene Kline, a senior director of the Social Investment Forum in Toronto.

Already investors seem to be heading in that direction. Earlier this year the U.S. Securities and Exchange Commission introduced an online tool to help investors sort out com-

panies that do business with countries the U.S. considers "State Sponsors of Terrorism," including Iran, Cuba, Sudan and North Korea. The SEC took the step down after complaints from some companies that information was not completely up to date. The SEC has said the tool is being revamped and will remain. And some large pension funds were regular in the U.S. and Canada a force companies to disclose their greenhouse gas emissions alongside their profits and losses.

Then there are the activist ones such as Sustainable Investment (inspiring companies that operate in Sudan), and Human Rights Watch (New York), which recently listed com-

panies doing well on human rights. Even a single Google or Yahoo search can uncover a lot of information about where companies operate. But take heed: such sites are often added with incorrect and out-of-date information.

For now, it's still hard to find detailed, accurate information unless companies are forthcoming with it. If fund companies with billions in assets struggle with the snags of responsible investing, chances are individual investors will too. For many people, what counts is that their portfolio reflects who they are, and what they believe in. "Professionals may do better than you, but at least you'll be doing your own SRI research going to be more rewarding in the long run," says SIF's Kirwin. "I like the idea that when I screw up, I know the mistakes were mine, versus someone else's."

**ON THE WEB:** For more on corporate social responsibility and the Jones Social Index, please visit [www.macleans.ca/sri](http://www.macleans.ca/sri)



**POWER POLITICS:** The best provinces are cutting emissions and lowering greenhouse gas

## ENERGY

### A Patro-Canada

Patro-Canada is a strong performer across a range of CSR issues, recently demonstrating leadership in the area of water conservation. During a renovation of its Edmonton refinery, the company redesigned the facility to use five million litres of recycled water per day (equivalent to the volume of six Olympic-size swimming pools) from the municipal wastewater treatment plant rather than drawing fresh water from the North Saskatchewan River.

Patro-Canada also has a community investment program that rewards and encourages employee giving and volunteerism. For example, the company's Volunteer & Giving Program provides a \$500 grant to organizations with which employees volunteer.

With various programs in place to assist employees in balancing family and work responsibilities, the company is a leader in the area. Along with providing on-site day care, flexible leave, job sharing, flexible work hours, telecommuting, and paid days off for family care, the company also has an on-site daycare facility at its Calgary headquarters and a child daycare referral service.

Patro-Canada is also a leader in the area of diversity and currently has three women on its 11-member board of directors.

### A-Enbridge

A leader in energy efficiency programs and technologies, the company is involved in several wind energy projects and recently announced its Pipeline to Ultra-Clean Gas Generation project, which converts waste gas from natural gas pipelines to produce clean electricity.

To assist its employees with family demands, Enbridge collaborated with several other companies in Calgary to open a facility designed to provide care for aging parents during the day.

### B-TransCanada

TransCanada ranks highly with regard to workplace diversity, and has implemented strong diversity management programs. In November 2009, the company first added farm-based growing power in Quebec and five other wind farm projects are under development. The company is also involved in nuclear power, which concerns some.

### B Canadian Oil Sands

Synorise Canada is which Canadian Oil Sands has a 38.1 per cent stake. Focuses on Aboriginal employment, business development, education, training and community development. Over the past 15 years, the company has spent more than \$1 billion with Aboriginal businesses.

The company also has a strong safety record and, in 2009, achieved one of the lowest lost time injury rates in the sector.

### B Northland Power

With investments in cogeneration and wind power, Northland is carving out its niche in the field of alternative energy. At its Ontario hydroelectric facility, the company has installed and three times less carbon dioxide per megawatt hour of electricity are produced compared to coal-fired plants.

The fund also owns one wind power project in Quebec and two in Germany.

### B-EnCana

EnCana has established a department specifically dedicated to implementing the company's Aboriginal relations program, and has in excess of \$140 million worth of direct contracts with over 40 native groups.

The company is also an industry leader in employee benefits and work-life balance. A recent study of people from American office employees with an additional 24 days off per year. EnCana is one of the few companies that provides a six-week maternity supplement following childbirth.

### COMMIT TO WATCH

#### Platonic Power Corp.

An emerging renewable energy producer, the company is developing new projects in the field of hydroelectric energy projects in the Great Lakes region of southeastern U.S. Considered one of the most environmentally friendly sources of electricity, these projects divert water from a naturally flowing river, avoiding impacts on fish, greenhouse gas emissions, and other ecological problems.

Platonic's first project, powered under construction, is a model for how companies can work with First Nations partners in promoting sustainable development. The \$640 million "Windmagnet" East-Toba River/Montrose Creek run-of-river hydroelectric project which crosses the traditional territories of three First Nations includes agreements that will provide economic, social, and environmental benefits to each community.

Nancy Palardy and Naama Blyth



### B+ Honda

Honda is consistently recognized as an institutional savings as a leading automaker in terms of fuel economy. The company produces a range of hybrid vehicles, and plans to reduce greenhouse gas emissions from its vehicle fleet include the development of lightweight parts, aerodynamics, aerodynamic design, as well as fuel-cell and natural gas-fueled vehicles.

Honda maintains environmental targets and programs for its suppliers that focus on reducing carbon dioxide emissions and landfill waste, and it has developed a "Green Factory" concept, guaranteeing energy efficiency, efficiency and zero emissions. As well, the company plans to increase its use of renewable energy, such as solar, wind power and cogeneration, although quantitative targets have not been disclosed. In 2007, two U.S.-based Honda facilities gained Gold certification under the Leadership in Energy and Environmental Design program, and two other facilities are seeking certification. Like other automakers, the company is working on projects to reduce the environmental impact of cars once they're taken off the road, such as recycling hybrid batteries.

### B Toyota

Toyota's hybrid Prius is the top seller among hybrids, and the company has focused its leading edge hybrid technology to Ford and Nissan. This year, Environmental Defense praised the company for improving fuel economy across its model classes since 1993.

As August 2007, Toyota, among several other Japanese automakers, settled a high-profile court case in Japan over the health impacts of diesel exhaust emissions. The automakers agreed to pay a penalty of 1.2 billion yen and to finance a 3.3 billion yen five-year health plan for urban commuters.

### B BMW

BMW's gains in the average fuel economy of its fleet are among the highest in the industry, a program that has been led by sales of its Mini Cooper.

Internationally, BMW is a signatory to the UN Global Compact, a set of 10 principles of corporate responsibility to promote human rights, labour, the environment and anti-corruption in the maintenance of business.

### B Volkswagen

VW's focus on the sale of smaller vehicles means that the average fuel efficiency of its fleet is above average, although this takes less initiative than some competitors to improve fuel economy.

VW's commitment efforts include participation in the International Labour Organization's innovative SafeWork program, which aims to improve health and safety

in South Africa, Mexico and Brazil. It too is a signatory to the UN Global Compact on human rights, labour, the environment and anti-corruption.

### B-General Motors

Over the years, GM has maintained consistently high performance with respect to community issues and employee programs. As such, the company plans to begin assembling a hybrid vehicle in 2008, a first for the country.

The company has undertaken a range of strong initiatives in the areas of emissions reduction, energy efficiency and green building design.

### COMMIT TO WATCH

#### ZENN Motor Co.

ZENN Motor Company is a Canadian manufacturer of electric cars. The vehicles, which are produced in St. Jerome, Que., are designed for low-speed neighbourhood use and have a range of up to 55 km on a single charge. In



**FUEL EFFICIENCY** and work safety are key issues

2009, ZENN won the prestigious Michelin Challenge Bibendum gold medal for urban vehicles. The company was recently granted the National Safety Mark by Transport Canada, meaning ZENN cars can now be sold in Canada. Electric cars, while still responsible for some greenhouse emissions through electricity generated from fossil fuels, are zero-emission, no noise vehicles on the road. ZENN also plants 25 trees for every car sold, for a total of 250 for every car sold. And the car batteries are 95 per cent recyclable.

Naama Blyth

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HBC is also a signatory to the United Nations Principles for Responsible Investment, committing institutional investors to incorporate environmental, social and corporate governance issues into investment analysis and decision-making.

In June 2007, HSBC Bank Canada committed US\$150 million over five years to reducing the bank's impact on the environment, such as buying renewable energy and lessening waste. HSBC is also committed to providing customers with an account, regardless of their financial circumstances, serving people who are frequently ignored by major banks, and has planted a number of micro-finance projects around the developing world.

panies, and the RBC Blue Water Project, a 10-year, \$50-million grant program to support projects dedicated to water conservation, watershed protection, and access to clean drinking water around the world.

- Scotiabank is a leader for diversity: one-quarter of its board members and over one-third of its senior officers are women.

The company has also integrated corporate social responsibility into its performance management, considering customer and employee satisfaction alongside financial and operational goals. It is also incorporating social and environmental standards into its purchasing decisions.

EMC is a top performer in diversity management, with a strong training program for employees and diversity standards directly linked to executive compensation.

\*Supported by a substantial investment in green power, BMD reports notable targets and performance data in the areas of travel, fuel consumption and energy efficiency.

- **Great-West** excels in its community programs, and since 1999 it has donated one per cent of Canadian pre-tax profits, including \$15.1 million in such donations in 2006, to support health and wellness, social services, civic activities, education, and the arts.
- **Green initiatives** at its real estate subsidiary, **OWL Realty Advisors Inc.**, include drop-like water cooling technology in its properties to reduce reliance on air conditioning.

•TD Bank recently announced an environmental management framework, created in collaboration with environmental groups like the Rainforest Action Network. Key aspects include forest biodiversity and research, climate change, and Aboriginal initiatives.

• In 2006, TD Bank donated approximately \$30 million to charity, representing more than one per cent of pre-tax profits averaged over the previous three fiscal years.

- CIBC is a leader in corporate philanthropy including major sponsorships such as The Breast Cancer Foundation CIBC Run for the Cure and Walk for End Breast Cancer.
- The bank is also a leader in environmental management, including a quarterly "environmental scorecard" summarizing credit and investment data; its carbon management program is developing screening tools for including assessments of climate change risk in lending decisions as well as a study of the physical impacts of climate change on its investment portfolio.

Citizens Bank is a national, branchless bank with a clear ethical policy that defines how it does business. Owned by Vancouver City Savings Credit Union, it links its products to its social and environmental mandate. In 2006, for example, it launched the Shared World Term Deposit, which provides funding to organizations involved in social or environmental development projects throughout the developed world.

For every transaction with the bank's Shared Interest VISA, the bank donates the costs to not-for-profit organizations chosen by members, as well as four per cent of joint profits annually. The bank offers personal loans of up to \$35,000 toward the purchase of a low-emissions vehicle. And Ontario can take a "green mortgage" that helps home-

- Manulife was the first life insurance company in North America to sign on to the United Nations Environment Programme Financial Initiative, a program that promotes responsible environmental practices
- Manulife's corporate division has made major contributions to helping skilled immigrant find employment through internships and employee mentorship programs

- Sun Life's philanthropic program prioritizes health-related activities focusing on health preservation and illness prevention. Outside of Canada, the company has supported poverty alleviation programs in China and

\*Sanofi's investments in renewable energy projects across Canada have totalled near \$1.1 billion over 23 years.

- ING incorporates environmental and social risk criteria into every lending decision it makes, and follows a policy of not investing in controversial weapons

- On its way to becoming carbon-neutral in 2026, the company offset all of its business-travel-related emissions by supporting the planting and rehabilitation of 300 hectares of tropical forest in Malaysia

+EBC is a leader for employee benefits, offering formal mentoring programs. In the area of work/life balance, EBC employees benefit from on-site child- and eldercare facilities at some locations.

- The company is actively working to reduce its environmental footprint. Efforts include purchasing green power and carbon offsets, providing waste-reduction training to employees.



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## BAC International Global Equity Fund



WINTER 2010

BY AMELIA NACHOS  
EAT THIS



## FOR YOU

## NATURAL RESOURCES

### A Tembec

Tembec stands out among forestry companies for innovation and commitment to environmental stewardship. The company is the world's largest holder of Forest Stewardship Council (FSC) certification, an internationally recognized system of forest management standards. As its manufacturing facilities and forest lands areas, the company has implemented Impact Zero and Fairview driven, environmental management programs that aim to promote sustainable operation can assist with FSC standards.

Tembec has also established positive relationships with a number of First Nations communities and its forest areas, and has been engaged with a range of environmental groups, including the World Wildlife Fund, on forestry issues in Canada's boreal forest.

### A Catalyst Paper

Catalyst has demonstrated an outstanding commitment to sustainability. Corporate social responsibility has been formally enshrined in its core values.

The company released its first carbon-neutral paper, Catalyst Cellular, in June. The paper is considered carbon neutral thanks to a 32 per cent reduction in greenhouse gas emissions from 1990 levels and investment in ecosystem restoration.

### A Kinross Gold

Kinross has developed a detailed set of CSR guidelines and principles ensuring a focus on its peer group.

The company participated in the development of the International Cyanide Management Code for gold producers. This code provides responsible use of cyanide in metal extraction, to protect human health, and reduce potential for environmental harm.

### A Teck Cominco

Teck Cominco's commitment to the environment and community collaboration is outlined in its annual sustainability report.

At its Trail smelter in British Columbia, Teck Cominco has created an electric vehicle recycling facility that can recycle up to 30,000 tonnes of e-waste per year. However, local communities have raised concerns over its emissions and violations of the Clean Water Act at its Red Dog mine in Alaska.

### B+ Cascades

Cascades has made a strong commitment to producing paper from recycled products and it sources 75 per cent of its virgin paper from forest management certified sources. The company has been above average in its level of community donations in just years and has also invested significantly in employee training, as well as developing several green versions of existing products, including glass-to-glass food containers.



**SUSTAINABILITY, HUMAN RIGHTS** and pollution remain the keys to the resource industries

and pig manure mats made from recycled fibres for use in the agriculture industry.

### B+ Harry Winston

Harry Winston owns 45 per cent of the Diavik mine operated by Rio Tinto, which has implemented programs consulting with and providing jobs and business contracts to Aboriginal people, as well as setting targets for increasing Aboriginal participation in its workforce.

Harry Winston is exposed to issues concerning "conflict diamonds," and needs to develop its commitment to protect human rights through its supply chain.

### B+ Norbord

Norbord produces a radiant energy sheathing product, Solar Board, used in roof construction. Solar Board is designed to reflect radiant energy from the sun, thereby reducing the need for indoor cooling in warm climates and conserving energy.

The company maintains strong work/life programs for employees, such as child- and eldercare referral services, job sharing, flextime and compressed workweeks. It has an employee equity policy (see in this issue) and a significant level of gender diversity at senior executive and board level.

### B Canfor

Canfor's public statement on sustainability recognizes its need to maintain its "social license to operate," and commits to conducting its community activities, health and safety programs, and environmental management consistently with that concept.

The company's sustainability report details both positive and negative aspects of its record, showing laudable accountability.

### B PNK Mining Company

PNK consults with Aboriginal communities affected by its operations. In Ontario, it has signed a memorandum of understanding with the Wahkiakum First Nation, and is negotiating an impact and benefit agreement prior to going into production.

The company's safety, health and environmental management systems are strong.

### B Lundin Mining

Lundin Mining gives generously to charity through the Lundin for Africa Foundation and a US\$100-million pledge to the Clinton Foundation Sustainable Growth Initiative, a mining industry effort to fight poverty through Bill Clinton's foundation.

Lundin's operations recycle a significant portion of water, and the company's waste and tailings management programs are above average.

Lundin's investment in the Democratic Republic of Congo, a country with a long record of human rights abuses, is being developed with the guidance of veteran personnel initiatives working to protect human rights and to promote sustainable development.

### COMPANY TO WATCH

#### Triton Logging

As the global population continues to grow, as does the pressure on the world's forests. While finding an alternative to lumber may seem out of reach, Triton Logging has found an alternative source. This privately owned Vancouver Island company has merged an underwater logging robot, the Sawfish that allows it to harvest wood in previously unlogged areas—forests that have been flooded by dam reservoirs where the trees remain largely intact, preserved by cold water and low oxygen levels.

Operated by remote control, the Sawfish uses a reliable air bag to lift the trees, and then cuts them under water with an electric chainsaw. The air bags float the logs to the water's surface, where they are loaded onto barges. This eco-friendly logging method removes no live trees, doesn't pollute the water and leaves the lake floor undisturbed. The Sawfish runs on an electric motor and uses biodegradable and vegetable oil-based hydraulic fluids.

Creating economic benefits from a "lost" resource and keeping the carbon stored in trees intact, Triton Logging is attracting support from governments, environmentalists and conservationists alike as it uses the technology to harvest around the world.

Offen Stein and Newsweek's Elyse

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## RETAIL

## A The Gap

A generalist corporate citizen, The Gap has contributed over US\$65 million in cash to nonprofit organizations since 2000. Gap is innovative (PRODUCE) RED line off-clothing helps support African women and children with HIV/AIDS. It has also supported the company's promise to maintain some production in sub-Saharan Africa, while others race to China.

With 90 vendor compliance officers monitoring factories worldwide, The Gap is an industry leader in overseeing labor and human rights standards among its suppliers. Moreover, the company is engaged in political advocacy to improve global working conditions. Still, some labor rights activists continue to emerge, including a recent case of child labor in India, but the company has responded positively to address problems.

Environmental initiatives at the Gap include the National Recovery Center in Kentucky, which recycles damaged clothing into hospital gowns, mangle into sandblasting material, and waste is perfumed into ethanol.

## B Staples

Staples' commitment to corporate responsibility, dubbed "Staples' Edge," is outlined in its comprehensive CSR report. A top U.S. purchaser of renewable energy, green power amounts for about 20 per cent of its total U.S. electricity use and the company hosts New England's largest solar energy system at its Connecticut distribution center.

Staples has developed a forest procurement policy and has worked with the Forest Stewardship Council to help itself, farmers, achieve forest certification.

## B+ Best Buy

Best Buy donated approximately US\$25 million to charitable organizations in 2007—over 1.5 per cent of its annual pre-tax profits. It is the only retailer among its peers to be a member of the Electronic Industry Code of Conduct Group.

Though its recent partnership with Greenpeace Best Buy is encouraging its Canadian customers to recycle old electronics, including cellphones, printer cartridges, CDs, DVDs and batteries through kiosks at company stores. This year, 7,500 tonnes of electronics and 22,000 tonnes of appliances were recycled globally through Best Buy's waste disposal programs.

## B+ Office Depot

Office Depot's Supply Chain Diversity Program seeks to establish business partnerships with minority suppliers, including businesses owned by women, people with disabilities, and other marginalized groups. In 2006 alone, the company reduced its carbon dioxide emissions in North America by 10 per cent, buying about 12 per cent of its electricity from renewable energy credits.

The company publishes a "Green Book" extensive list of environmentally safe products.

## B+ Canadian Tire

Canadian Tire is one of the only companies in its peer group with a committee of the board of directors exclusively dedicated to social responsibility. Corporate employees receive a range of wellness initiatives. Much's Work Wearhouse, a Canadian Tire subsidiary, has engaged with key stakeholders to supply chain labour standards, reforming, however, from disclosing audit findings or plans for corrective action.

## B Home Depot

Home Depot introduced its new Eco Options labeling system to distinguish 3,000 environmentally beneficial products this year, and plans to expand the program to 6,000 products—12 per cent of its product line—by 2009, making it the largest environmental labeling program among U.S. retailers. The company's Environmental Greenprint Series and Eco-Options in signage further educate customers on environmentally sustainable home improvements.

## B Sears Canada

Sears Canada stands out in the area of diversity representation: three of eight members of the board of directors are women, as are

group American flights in Work for its positive relations with its unionized employees. One of Costco's cardinal rules is that no item can be marketed for more than 15 per cent, whereas supermarkets generally mark up merchandise by 30 per cent, and department stores by 50 per cent or more.

## C+ Wal-Mart

Wal-Mart's ambitious environmental goals include to be supplied entirely by renewable energy, to create zero waste, and to sell environmentally friendly products. Recently, the company released its first Sustainability Report, showcasing the company's progress toward those commitments. In 2007, Wal-Mart Canada announced plans to launch a Supply Chain Sustainability Scorecard to improve the environmental performance of its product shipping process.

## COMPANY TO WATCH

## Julienelume ethnics

This Vancouver-based retail firm opened its doors in 1988 and has since expanded internationally. Consistent with its vision, the "Julienelume manifesto," the company rapidly evolved while remaining true to its unique founding principles and says that social responsibility is "in its DNA." The company invests in employee development and wellness, with mandatory training



**RETAIL THERAPY:** Top chains give generously, and ensure suppliers respect workers' rights 20 per cent of its senior officers.

Last year, Sears Canada contributed \$4.4 million in cash and in-kind donations, accounting for 2.3 per cent of pre-tax profits.

## B- RONA

Over the past decade, RONA has recovered 3.6 million containers of paint from collection points at Quebec stores, about 80 per cent of which is reconstituted through RONA's Eco-paint program and then offered back to consumers in recycled paint. This year, 25 per cent of RONA's employees were represented by unions, the highest percentage for its peer group.

## B- Costco

Costco has twice been recognized by the

expanding well beyond the professional, focusing on personal services, goal-setting, and healthy living. As Julienelume states, increasing amounts of production outside of Canada, the company is also investing in its global sourcing management, although the level of impact has yet to be determined.

Julienelume's environmental commitments include reducing pollutants in garment manufacturing and retailing, as well as making clothing with naturally sustainable materials such as bamboo, organic cotton and hemp. However, a recent controversy surrounding the presence of seaweed fibre in its Vitexes eco-fabric called the company's product testing and authenticity into question.

Heather Lang

**HIGH TECH:** Leaders are tackling the growing problems of e-waste and the digital divide



## TECHNOLOGY AND MEDIA

## A+ Hewlett-Packard

HP's commitment to social responsibility includes charitable giving aimed at bridging the digital divide, accelerating economic development in underserved communities, and supporting micro-enterprise development. HP also significantly invests in its diversity management and is a leader among its peers for work-life programs. Approximately 40 per cent of its employees reportedly take advantage of flexible, and over eight per cent work from home.

HP is a member of numerous environmental efforts. Its top three leadership priorities for 2007 include plans to raise labour and environmental standards among suppliers, providing leadership in energy efficiency through its products and operations, and increasing the reuse and recyclability of its products. HP has taken a number of steps to reduce the climate change impact of operations as well as that of its products. Its Design for Environment guidelines influence environmental practices into product development and manufacturing.

## A Dell

Dell's global (otherwise model), which it has dubbed "Soul at Dell," focuses on ethical behaviour and global citizenship. The first of its kind in the industry, Dell's Sustainability Council meets quarterly to review sustainability-related issues.

Widely praised by environmental groups, the company offers an unconditional free take-back and recycling of any Dell or non-Dell product worldwide. For 2007, it reportedly increased its product take-back by 204 per cent over the previous year, and was ahead of schedule in its progress toward tripling product recovery by 2009.

## A IBM Corp.

IBM is a leader for employee benefits, education and work-life balance. The company funds near one child-care centres in 71 loca-

tions, and U.S. employees may take up to 158 weeks of family leave, far exceeding the federally mandated 12 weeks.

Together with Dell and HP, the company developed a common set of labour standards called the Electronic Industry Code of Conduct in 2004 to improve working conditions among its suppliers. However, these companies need to show stronger leadership in addressing the root causes of labour rights violations.

## A- BCE

"The Canadian firm is an industry leader for corporate governance and the management of ethical issues. In 2006, BCE created a sustainability leadership team and developed a corporate responsibility plan for 2007. BCE's "new wave" programs and energy conservation projects include the installation of wind turbines and solar panels at remote northern sites. Its Green Mining Calculator allows customers to measure the amount of greenhouse gas emissions that can be reduced by taking certain measures.

## A- Manitoba Telecom Services

Together with the Assembly of Manitoba Chiefs, MTS developed a business plan to provide Internet access to Aboriginal communities to increase Aboriginal employment opportunities, and to procure products and services from Aboriginal businesses. MTS's corporate-wide Environmental Management System includes annual audits and public disclosures through its Green Report.

## A- Nokia

Nokia supports a Wireless Village initiative that aims to expand mobile communications in remote rural areas. Since 2000, Wireless Village has partnered with the Ontario Foundation to provide affordable access to telecommunication, boost economic development in communities such as Uganda and Rwanda. Nokia's environmental activities include product take-back and recycling services offered in over 85 countries, and plans to use 30 per cent green energy by 2010.

## B+ Nortel Networks

Nortel is a leading sponsor of One Laptop Per Child, and its charitable giving focuses on technology education and employee volunteerism. The company adopted a human rights policy in 2007. Along with Nortel's Supplier Code of Conduct, this policy is a response to human rights concerns surrounding its business with the Chinese government. Nortel has implemented commendable business ethics programs following an internal accounting scandal dating back to 2003.

## B+ Yellow Pages Income Fund

Yellow Pages is one of the few companies in its industry developing a corporate social responsibility report that focuses on the environment, community and employee relations, and corporate governance. Yellow Pages uses a blend of post-consumer fibre and a by-product of cement operations for its desiccants, and is actively working with communities to promote and subsidize forestry recycling.

## B+ Thomson Corporation

Thomson's environmental, health and safety policy includes employee training and periodic environmental reviews. Thomson's employee benefits include childcare, retirement benefits and flexible work schedules. The company has also reached out to disadvantaged groups in its living practices, offering diversity training, mentoring and educational programs.

## B- TELUS

TELUS's community investment includes collaborative corporate giving and generous research on the health effects of wireless technology. The company has also invested more than \$115 million in environmental R & C commitments to the Internet. While the company has faced controversy over its carbon footprint and consumer services, it has demonstrated a credible commitment to CSR and to enhancing its environmental footprint.

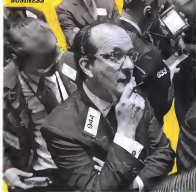
## COMPANY TO WATCH

## Greenies International

Cambridge, Ont.-based Greenies International entered the pet-care industry in 1994 and is now one of the largest pet-care companies in the world, leading in research, logistics and recycling. Greenies collects printer cartridges, cellphones and used electronics and prepares them for remanufacturing. Ninety-nine per cent of all products processed are diverted from landfill sites and either reused, refurbished or recycled.

Through its 1996 Greenies program, Greenies plans more than 100 recycling events through Tree Canada and American Forests. Over 30,000 tonnes have been recycled through this program since 2001. In the same period, over 1.65 million printer cartridges and cellphones have been recycled, diverting more than 130,000 lb of waste from landfills. Heather Lang and Tina Lee





**MEET NO MORE:** Most of the major banks and fund firms now offer SRI investments.

tain who specializes in SRI funds.

Two years ago, the idea of socially responsible investing wasn't even on the radar screen at TD Bank. But within months money flowing into the sector, TD took notice. "We saw a big business opportunity," says Timothy Pennington, the president of TD Mutual Funds. In September, TD—back on the heels of Royal Bank, the first big Canadian bank to get into SRI—announced its foray into the sector with a mutual fund called the TD Global Sustainability Fund. Drawing from the Dow Jones Sustainability World Index, it's made up mainly of big international companies deemed to be leaders in environmental sustainability, says Pennington.

But TD's entry, typical of many big bank entries these days, is still only a cautious one, underscoring the often ambiguous nature of responsible investing. Pennington is quick to point out that TD's fund, despite the name, is technically not an SRI fund. A quick glance at the company that makes up the DJSWI index shows why. Many would keep SRI and renewable up or night, including big oil and tobacco firms make the cut. Call the bank's initial foray into the sector "SRI-light."

Something that's made it easier for the banks to take part in the growth of firms first already analyze companies on their environmental, social and governance performance (ESG). That infrastructure allows new entrants to set up funds without having to allocate tons of new resources. For instance, at the heart of many now SRI funds in Canada you'll find Invest Research in Toronto, a firm launched by and many veterans (Michael Jettis, RBC's third now SRI fund, which covers the Canadian and global markets, drew from a list of companies that position itself as the best of the best. Meanwhile, the Janus Social Index forms the basis for another high-tradited fund launched by Barclay's in May. "Institutions are seeing the searching we're in the market, which is that Canadians are now thinking about SRI at a level they haven't been before," says Jettis. "In 15 years, I've never seen an environment on the retail side of the market like what we're seeing now."

Though big banks are just now warming to responsible investing, the notion of shifting capital in accordance with social values dates back to 18th-century American Quakers, who avoided companies connected by war and slavery. And while the terminology of SRI funds today are secular in nature, at least one has its roots in Canada's small but



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# THE MERCHANTS OF GOODNESS

**Socially responsible mutual funds are ready for their time in the sun**

**BY JASON KIRBY** It's amazing what a little dose of impending doom can do to enrich a banker's attention. For years Canada's big get banks balked at the prospect of selling ethical funds to investors. Sure, they liked to be thought of as good corporate citizens. But actually weighing in on the ethical pros and cons of ethics companies? No thanks. Too messy. Besides, it's not as if investors were betting down the door to buy the things.

That was before climate change and global unrest squashed out celebrity gossip at the water cooler. Investing with a conscience is suddenly big business and the biggest financial risk in the country are going to. Call it what you will—ethical, socially responsible or just plain responsible investing—last year's sector accounted for more than 190 billion in assets, according to the Toronto-based Social Investment Organization, up nearly sevenfold from 2004. In the past six months alone, Royal Bank, Toronto-Dominion Bank and Manulife have all launched socially responsible investing (SRI) funds.

It's still too early to say the sector has hit its mainstream, but it's definitely never been easier for people to live on their own ethical terms. Not those looking to plunge into the new green revolution, a dizzying array of options. Not all SRI funds are built the same. Their approach to responsible investing ranges from the transgressive to the tame. In fact, there are some surprises lurking inside even the

**THE MARKET FOR 'ETHICAL' FUNDS HAS GROWN SEVENFOLD SINCE 2004—IT'S NOW WORTH \$500 BILLION**

most venerable-sounding fund. With more than 70 SRI funds available to the public, and growing, there are a few things ethical investors need to know before diving in.

It's been 20 years since the first ethical funds hit the market, and for a long time they were way too niche. Most funds were tiny, and mediocre performers at best. But over the last few years SRI funds have been aided by a booming stock market and fees over the years of the planet. "A lot of people are looking at their investments, and they're upset when they see the companies they own are against everything they believe in," says Brian Peck, a financial adviser in Vic-

about Minnesota community seven years ago, several organizations formed Monks Financial in Cambridge, Ore. Today the firm manages \$174 million in assets. "Monks Christians would acknowledge that the ownership of the assets they have actually belongs to God," says Gary Hinton, CEO of Monks. "On that level, Christians, Jews, whatever, need to look at how they invest those assets, because they are invested in an behalf of God, and would God be pleased with how these assets are being invested?"

While the firm was born out of a faith-based tradition, Hinton says the goal wasn't to form a religious fund. Instead, he wants to draw heavily on ideals of global peace, human rights, and community responsibility that he believes appeal to a wider market. For instance, Monks' funds are the only ones in Canada to put money into microfinance investment pools, which in turn lend money to small businesses in Aboriginal communities and developing countries. The investments are a relatively small part of Monks' overall strategy, accounting for its share of two per cent of total assets, but Hinton says they can make a big difference.

**MAUGHTY AND NICE:** SRI funds that industries like tobacco, and channel their dollars toward alternative energy production.



in those providing competitive financial returns, but it's also an opportunity to have a positive social impact," he says. "And in seven years of microfinance investments we've never experienced a single negative return. Even if we could say the same for our equity investments."

At its most basic, responsible investing involves "screening" out companies in certain industries. The vast majority of funds exclude companies in sectors like tobacco, military hardware, and nuclear power. That's certainly the case with one of the oldest players in the field, Ethical Funds of Vancouver, which has led the first fund in 1985 and now manages \$1.1 billion in assets.

But as the responsible fund sector grows more crowded, Ethical Funds has had to find ways to set itself apart. It's beefed up its research team with 11 analysts focused exclusively on SRI assets, the largest among fund companies. And it focuses on dealing with companies it deems head-on through shareholder engagement. Each year the firm identifies a list of issues and companies it will try to persuade to make changes. Elaine McFarley, chief marketing officer at Ethical Funds, calls it "corporate coaching" and in a way one-time Ethical Funds works with so do its competitors. "When the firm doesn't get a good response,

it files shareholder resolutions that go to a vote at annual meetings. "We're trying to affect change and make good companies better from the inside," she says. "There is a link between strong long-term financial performance and strong ESG performance."

While Ethical Funds is perhaps the best-known fund company in the sector, it doesn't manage nearly as many assets as its competitors. In fact, most of the fund management is on the side firms or firms other firms in sub-advisers. By contrast, Inbass Investors Man-

## WE'RE TRYING TO AFFECT CHANGE AND MAKE GOOD COMPANIES BETTER FROM THE INSIDE



formed in other periods," says Eric Krumer, a professor of finance at the University of Toronto's Rotman School of Management. "But over the long run, I'd have to say you're going to pay for being a good person."

agments of Toronto does not have a positive social impact," he says. "And in seven years of microfinance investments we've never experienced a single negative return. Even if we could say the same for our equity investments."

While traditionally SRI funds started with the premise of keeping certain companies out, an approach gaining means involves investing in companies that are seen to be doing good things for society and the environment. Sometimes called positive screening, the result leads to be funds with a higher focus on a particular sector. For example, in

November, Firstlight Investors Group, which already operates the largest SRI fund in the country, launched a fund focused on target climate change and pollution. This follows on the heels of a clean energy fund launched by Citicorp Investments in September.

Even as new entrants rush into SRI, questions about investment performance continue to dog the sector. Tobacco stocks have been among underperformers, while war, unfortunately, will always be a booming industry. By avoiding "sin" stocks, funds limit disruptions. "They've mostly have underperformed in some periods and outper-

formed in other periods," says Eric Krumer, a professor of finance at the University of Toronto's Rotman School of Management. "But over the long run, I'd have to say you're going to pay for being a good person."

This penalty may not be as serious as some fear, however. Last month, the United Nations issued a report that estimated 30 studies on the topic. It found "there at least does not appear to be a performance penalty from using wider factors into account as the investment management process." Hardly a ringing endorsement, but far from convincing debating whether or not to invest in SRI funds, it's an encouraging monochord.

For now, SRI funds have a lot of catching up to do before they reach the size of more traditional mutual funds. But it's the direction, advocates say, that matters. "Mainstream players start 'normalized' in making them the groups doing it now. They want to increase the size of the pie," says Krumer. "When names like TD and BDC step in, it catches people's attention and gives SRI visibility."

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## Cadillac is for old folks, eh? Not anymore.

**BY BARBARA RICHMOND** • Throw away the old maps. Motor Trend says, and gull on the driving gloves. A Cadillac, specifically the 2005 CTS sports sedan, has won the magazine's "Car of the Year" award for the first time since 1993. And it won as a top-quality fidet. Thirteen editors test drove the CTS and 37 other cars including the sporty (Scion's Impreza WRX), the beautiful (Audi's A8 coupe), and the radically redesigned (Honda Accord). And they were more than pleased with the Caddy. "News flash to autoexecutors in Japan and Germany: Motor Trend's latest bar work. "Not since Neil and Ross split the Old Glory



**CADILLAC CTS is back on the shopping list for the luxury buyer**

into the luxury class in 1993 have red white and blue ambition and technological prowess looked so good." But whether the high profile award—what Motor Trend gave to Toyota's Camry last year—will boost GM's bottom line remains to be seen.

Automotive consultant John Moride, director of forecasting for Grand Rapids, Michigan BBN, for one, thinks it will. "This will certainly benefit sales, which are already very strong," he said. Even before the Motor Trend announcement last week, GM reported U.S. sales of 1,886 CTSes in October, an 81.5 per cent jump from the old model a year earlier. Still, automotive consultant Dennis Decker in Richmond Hill, Ont., says awards are more about boosting prestige than profits. "If the CTS does, though, what Caddy on the shopping list for the luxury buyer?" he adds.

Although it is also too early to decide who the Canadian buyer will be—the CTS began to make early friendships here last month in Decker's office—the image of a 60-year-old in golf shoes is gone with the new CTS, especially the 3.6 L6, 1.61 version with its supposed manual transmission. The new buyer, he thinks, will be the oldest Gen Xers, who will now view Cadillac as a brand worth owning—much like their parents did. At about \$41,000, he says, Caddy has not only been reinvented, it's been salvaged. ■

## Bond markets acquire a taste for maple

**BY KATE LUNAN** • Canadian government bonds are enjoying a surge in popularity, and Maple Bonds are no exception. The Maple Bond Market—which exploded in 2003 after external government restrictions were eased—where foreign borrowers raise and settle debt in Canadian dollars. And now one of the world's foremost issuers is on board. On Nov. 20, the World Bank (also known as the International Bank for Reconstruction and Development) priced an \$840-million, five-year AAA-rated offering, the first robe offered in Canadian dollars under the bank's global debt assistance facility.

"The World Bank is a terrific addition," says Steven Foley, managing director of bond markets at Scotia Capital. Although it's just one of several large institutions—ranging from banks to foreign governments—bodies—to enter the Maple Market, the World Bank's presence is welcome nonetheless. Foley says. "They're a high quality borrower that is scarce in the capital markets." And while he believes the strong dollar isn't the driving force behind Canadian government bonds' current popularity, the passing of the interest rate crisis, if the dollar stays strong, it will only boost interest even more, he says.

Perhaps the most welcome part of the World Bank's entry into the Maple Market is its timing. As there's been less new issuance lately due to a credit crunch, it could help "reopen the Maple Market and develop it further," Foley says. "The fact that they chose



**THE WORLD BANK is the latest to price bonds in Canadian dollars**

Canada for a benchmark transaction says a lot about Canadian investors and the maturity of the Maple Market." Already, Maple Bonds have been a success story. Representing one-quarter of total corporate issues at Canada, the Maple Market was worth a total of \$66 billion as of Oct. 30, 2007. And as Maple Bonds work to keep up with similar issuers in other nations—Kazuo's Bonds in Asia, Sakura Bonds in Japan—the World Bank's presence can only help. ■

## Research in Motion finds a better option

**BY STEVE MAHER** • Research in Motion, the Waterloo, Ont.-based maker of the BlackBerry mobile device, took a big step toward baffling its skeptical investors last week, announcing a new policy to govern how top executives will dispose of their stock options.

For more than a year, RIM has been embroiled in a smearing controversy over past manipulation of stock sales. The issue, known as "options backdating," has already triggered regulatory investigations and investor lawsuits against several companies in the United States. And RIM is by far the most prominent Canadian company to come under scrutiny by regulators on both sides of the border.

**RIM'S CO-CEOs Bellisle and Loneragan plan to cash in millions**

As a result, many of RIM's top executives have been prohibited from selling shares since 2006, even as the company's stock has surged above \$100, while the investigations have been ongoing.

Under the new policy, executives will be able to set up systematic share disposition plans, outlining the amounts they plan to sell, in 12 to 24 months in advance. Once those plans are filed and disclosed, they cannot be changed. The idea is to remove any suggestion that the company's managers are trying to exploit stock spikes and dips to maximize their income.

In announcing the plan, co-CEOs Mike Lazaridis and Jim Balsillie revealed they both plan to sell RIM stock over the next 14 months or so. Lazaridis plans to donate 175 million in RIM shares to various not-for-profit charities and educational institutions, and to sell stock worth another \$150 million into the open market. Balsillie plans to sell \$86 million in stock and to donate another \$56 million to charities and institutions. A handful of other top RIM execs also announced disposition plans with proceeds sure to run into the hundreds of millions of dollars. However, executives are not obliged just to use RIM purchasing options made behind their backs. Call at a billion-dollar PR windfall. ■

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CARDINAL ADMITS: Ouellet might have known his apology would spark a firestorm, his last statement was just as confrontational

# What Cardinal Ouellet meant

**His apology was meant to be a smart political move. What happened?**

**BY BRIAN RYAN** • Reasonable across the board, many Cardinal Ouellet's actions last week, from a master of fold stock Quebec coming to terms with its own past. The long lines have their own interesting questions. On Nov. 13, the cardinal, who is also the Archbishop of Quebec and primate of Canada—the top Roman Catholic churchman in this country—issued a letter of apology to Quebecers for his church's past errors before 1960 and the Quiet Revolution. Ouellet wrote, the attitudes of "certain Catholics favoured anti-Semitism, racism, intolerance toward First Nations and discrimination against women and homosexuals." Were were "abuses of power and cover-up," such as "youngsters subject to sexual aggression by priests and religious figures." The award result was a loss of confidence in the Church, he continued. "We understood. Forgive us for all this pain?"

His statement came without warning and headed us a generally unexcused headwind in the midst of the province's latest identity crisis. Secular critics didn't think it went far enough, or denounced it as hypocritical. Patrick Laporte's angry commentary in *La Presse* was entitled "The corpse is still twitching." Conservative Catholics declared their view

nothing to apologize for. "All this talk of sin and abuse," retorted the mayor of Saguenay. "It spent 10 years in a boarding school and never saw anything of the sun." Even fellow members of the Catholic hierarchy hastened to point out it was all Ouellet's personal failure. The cardinal himself, before heading to Rome for meetings with his fellow prelates of the Church, followed by a virtual sea of silence, told reporters of his surprise at the negative reaction. "I am aware that some people are not satisfied with what I did, but it is a first step in a journey of dialogue in order to understand each other better."

It's not as if he wasn't warned. The apology clearly grew out of Ouellet's last public statement, which also brought a storm down on his head. In February, in a provincial election campaign riddled by issues of immigration and Quebec identity, Premier Jean Charest questioned the travelling Canadian Commission on Accommodation of First Nations Related to Cultural Differences, better known as the reasonable accommodation commission. Its hearings have been full of surprise, many of them unpleasant for those who hold to the provincial identity of Quebec as a beacon of tolerance. Quebecers have claimed that Muslims, some 1.4 per cent of Quebec's population, threaten Christmas, that their headscarves render a shrine ground profane, and even in the case of one non-Muslim imam—that there is too much kosher food in the grocery stores.

When Cardinal Ouellet appeared before the commission in late October, he was among to represent the Church as part of the solution, not the problem. He testified that the province's problem of cultural identity can be traced back to "the attitude of the Catholic majority, which needs to find a religious reference point." The secularization of the recent past, Ouellet suggested, has cost Quebec its cultural heritage, creating a head-on collision in society. In other words, Quebec would be in a better position to cope, in a generous and calm manner, with other religions and cultures if it was stronger in its own. A subtle message would be that Quebec would have less need of immigration, non-traditional or otherwise, if it were more Catholic—and more fertile. "Secular fundamentalism" threatens Quebec's moral fabric, Ouellet contended, and the province needs a new evangelization to answer "the demands of youth, the sharp drop in marriages, the weak birth rate, and the frightening number of abortions and suicides."

He had practical reason to appear before the commission. Ouellet is determined to preserve Catholic religious instruction in the province's schools, now scheduled to be replaced next fall with instruction in ethics and world religions. And reason, too, to hope for a sympathetic hearing. Last June, at a then-Parti Québécois leader André Boisclair's side, it would be a good idea to remove the crucifix that hangs in the National Assembly. (Opposition politicians suggest the same about the crucifix that adorns city council chambers across Quebec, including the conspicuous 60-cm one in Montreal.) The backlash to Boisclair's suggestion, in purportedly secular Quebec, was intense. The PQ leader quickly backed off. If old-school Quebecers were suddenly more sophisticated of preserving their past, including its own

live religious element, Ouellet must have reasoned, the cause of Catholic education might not be lost yet. But reaction to his statement was quick and hostile, and closely foreshadowed the response to his later apology. The Catholic area doesn't welcome Yves Fassin, Cardinal Ouellet's spokesman for possible Catholic officers, and urged him to "stay whispering to Cassius." From the secular side, Montreal's *Gazette* political columnist Josée Laporte wrote that the Church could have more success if it let priests and nuns stay. As for encouraging "more babies and fewer abortions," Laporte suggests the Church should "lobby for better education in schools, the use of condoms and other health-care options of contraception, as well as showing respect for women's intelligence when they do make

very to its needs." That is why I maintain my support to parents who have the right to receive a religious instruction at school true to their convictions. I therefore join them in asking the state to respect the Quebec tradition of teaching about religious teachings at school, not necessarily by the school." Ouellet's spokesman afterwards was perhaps due to a belief he was meeting his critics half-way. But his apology was never likely to impress militant secularists, who would want him to also apologize for core teaching, on abortion, for instance, notes Richard Bernier, director of McGill University's Newman Center, the university's Catholic institution. And even though Bernier believes many would accept Quebecers, who their church goes or not, approached the humility of the gesture, it's not likely to rally them to the cause of public

Catholic education.

"Quebecers' relationship to the Church is complicated," Bernier says. "As long as some things seem as part of cultural identity, without at the same time enforcing rules, then they embrace it. Many, many people will go to midnight mass this Christmas, just as many parents baptize their children, but the Church is still popularly seen as something outmoded—and also taking someone's freedom away." Ouellet's answer, giving in, is able to take the reasonable accommodation debate over increased public role for Catholicism.



**OUELLET HAD REASON TO SPEAK, HIS AGENDA, IN PART: TO PRESERVE CATHOLIC INSTRUCTION IN SCHOOLS.**

the choice to abort." How such policies would increase the government's birth rate is not exactly clear, but it is manifestly Laporte's dismissal, however, is that any view of contemporary Church statement that did not reject core teachings would be in for a rough ride.

Ignoring those who across his bow, Ouellet pressed ahead with the apology. And with his agenda, as well as expressing his sincere and promising "the intention to facilitate dialogue and heal wounds," Ouellet asked why Quebecers "search for spirituality is languishing." Perhaps was stamped by the excessive authority of the Church? Or perhaps he did not receive the education neces-

ary to it. Bernier is a practicing Catholic, and some one who supports the cardinal's agenda. "I think it was necessary thing to do. Ouellet is a decent man saying something the Church needs to say." Even so, he understands the popular reaction. "My grandfather was threatened with excommunication for wanting to preach pantheism for some practical reason. He said he had to make sure his children where he pleased but he'd better continue paying tribute to the first parents. Most Quebecers, if you dig far enough, will have memories of the cardinal's apology may never have had a chance."



**Well read**

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**NOTHING STOPS BOY WITH A POLE IN HIS HEAD**

What drove home the message of the Governor General's Literary Awards, it so lucky and so resilient. The boy had been riding on a wooden pole, and a pole slammed through the centre of his head. The pole was removed, but the boy was still there. He had to ride his head on the pole to be free. After a while he was in a clinic and then another one, but finally the pole was removed. A surgeon marvelled how the pole stayed every vital part of the boy's brain.

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## THE CHRONICLES OF AN ANTI-NARNIA

**For angry religious critics, Philip Pullman is a literary anti-Christ**

**BY MELANIE RETHINKING** It's time for the other shoe to drop in what for some critics has called "nothing less than a battle for the soul of children's fantasy literature." In 2003, the film series of *The Lion, the Witch and the Wardrobe*, the first and most popular books of C.S. Lewis's seven-volume *Chronicles of Narnia*, moved critics and the public. Now it's the turn of an opponent to the body-spiritual Golden Compass, the first volume in Philip Pullman's *His Dark Materials* trilogy, called to naiveic account Dec. 9. The film mark once again in the long-standing clash between the imaginary worlds of two writers from Oxford, the city of dreaming spires. Separately, both authors, Lewis (who died in 1963) and Pullman, 60, both offer powerfully amplified moral visions within their worlds of Christian mythology.

And there the similarities end. Lewis was the pre-eminent Protestant apologist of his era, his child characters were a Christ figure, and when they walked they go to heaven, where they are truly happy for the first time. For Pullman, a militant atheist, the entire Narnia series is "misleadingly false." Joyous full of protagonists battle not just mortal foes, but God himself. In the trilogy's finale, the children actually kill God, after a decade of ally—they were trying to help him—and just about everyone is happier. Not the least, Pullman once said an interviewer: "I say, 'There is a God, and here he is,' and I say, 'That is what I was particularly pleased with—in a small of a sense of irony.' In every way, quite

deliberately, *My Dark Materials* is the anti-Narnia, and it is not, according to a British Christian journalist, a kind of literary anti-Christ, "the one who would have been praying for, if it were possible."

That might come as news to children entranced by Pullman's masterfully inventive story, set in an alternate world where humans share space with creatures called witches, animals called polar bears, and daemons. Every person is mirrored for life with the physical embodiment of his or her soul—a thinking, talking, feeling, immortal being of the opposite sex. Every year old human gains his or her soul, which is then called a daemon, which form as well, coming from each to meet, while the daemons of adults are fixed in shapes that reflect their natures' published natures. The setting, characters and pulse-pounding narratives have won Pullman numerous prizes, including an international prize by readers that declare *The Golden Compass* the best children's book of the past 70 years, as one that includes the Narnia series.

Those fans are just as awestruck as Narnia's were two years ago. When it came to a film adaptation, Lewis's legions of Christian followers warned about Hollywood watering down the Christian themes, while more secular fans were wary of being fed religious propaganda. In the end, both groups were

**THE EVIL** Mrs. Coulter and her golden monkey daemon everyone is helped by life

reasonably satisfied with a good movie that was light on theology but faithful to the story line. The war for *The Golden Compass* flares more of the same. Some fans were alarmed by the news the novel's first three chapters had been chopped off—to be added to the rest in new—presumably to cut a big piece of the story, but the change was all right with Pullman, which smoothed the waters. Then are also mollified by notes that do justice to his spectacular cinematic world.

For all the surface doubts, though, there's something about the religious in *The Golden Compass* is a corrupt and all-powerful church. And the daemons, Pullman's superb metaphor for contrasting the moral possibilities of childhood with the rigidity of adults, are only one element in his key theme—the transition from childhood to adulthood, from innocence to experience. In the author's view, Lewis's fall and the explosion from ideas, repeated endlessly in our lives, are good and necessary events, part of the process by which humans grow up and shed their need for God.

There's more than enough here to outrage Christians, and many have responded angrily in Ontario's Halton region, the Catholic school board pulled Pullman's books from its library shelves last week after receiving a complaint from a parent. In the U.S., the Catholic League is urging a movie boycott, while the entire Catholic faithful dismisses the critique as an over-reaction. "God's a Protestant. He's the only religion," he'll tell you about the book because it is an engaging, interesting story, and I don't want you to read it." Others are more forgiving. The Archbishop of Canterbury endorsed the trilogy as a myth of liberalism, and two American Christians posted an online book arguing that Pullman, who against his will, often "imitating tribute to the very God his work intended to attack."

In other words, they were seduced by an unorthodox story—just as many are very religious people are delighted by Lewis's books. Millions of children (and adults), in fact, love both Narnia and *His Dark Materials*. Pundits' moralist diatribes of either series would appear such readers are missing the point, but to see each other we all have a good story. ■



### DON'T GO WILD WITH THE BACON SANDWICHES

"Yesterday's edition featured a piece by professor Waxman on recent media coverage of the World Cancer Research Fund's report on cancer prevention, which we pulled on the head since all Bacon sandwiches are good for you—efficiency!" We have been asked to make clear that neither professor Waxman nor WCRF have ever suggested that bacon sandwiches are good for you. —Innocent, Nov. 16.



## A Canadian tradition handed down from generation to generation

**"In our family we've always said, 'Pay yourself first,' and I guess I'm still doing that. I'm 64, retired now, but I'm still buying Canada Savings Bonds."**

John Staller's Canada Savings Bond story spans four generations and began when his father emigrated to Canada from Scotland shortly before the Second World War.

"I have a lifelong association with Canada Savings Bonds. My father thought that buying bonds was a good investment for his and for the country as well. He gave them to his three children every birthday. In doing so, he created a habit of saving for me and my two sisters."

John has passed along the Canada Savings Bond habit to his daughter and to his grandchildren. He explains that giving a bond isn't the same thing as putting \$300 in a chequing account for them. "There's a reluctance to cash a Canada Savings Bond before it comes due," he says. "It instils in them the notion of ownership. It's for something special or in case of an emergency."

John says he's used his bonds for many big ticket items, including the down payment on a cottage and a semi-truck. His daughter used hers to help her with the down payment on her first home. Now John's grandchildren are discovering the value of Canada Savings Bonds.

"I love CSBs as the fall and hold on to them until their birthday." To them, it's just a piece of paper that they hand over to their parents, but they're doing something great.

started at Ryerson University and it sure was nice to have these Canada Savings Bonds put away. She was surprised by how much money had accumulated. She might even get out of university without any debt," he laughs.

John continues to use Canada Savings Bonds. "In our family we've always said, 'Pay yourself first,' and I guess I'm still doing that. I'm 64, retired now, but I'm still buying Canada Savings Bonds. I recommend buying them to anyone. They accumulate quickly and, before you know it, you might have enough to buy that new car or take that trip you've always dreamed about."

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\*Contest begins on Nov. 1 by Rogers Publishing Ltd. and ends December 31, 2007. Contest is only open to residents of Canada, excluding Quebec residents aged 18 years or younger. One entry per person. Entry form and rules at [www.giftsofsavings.ca](http://www.giftsofsavings.ca). There is a total of 13,440,000 Canada Savings Bonds in the issue in each province/territory. Immediate mailing address upon receipt to be confirmed with us. No purchase necessary.



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film

Russell Sutherland used to find auditions so nerve-racking they would make him sick. He says he could feel himself being judged even before entering the room. It's that last game. As the son of Donald, and half-brother of Kiefer, this last-Manning talent from the Sutherland clan has a lot to live up to. With just a few minor acting credits to his name, Russell, 29, has come out of nowhere to deliver a knockout performance in his first starring role—playing Hal in a hour opposite Hollywood veteran Danny Glover in *Four Boys Game* (R) when work was scarce, he remembers how his father cheered him up with a story from his own days as a struggling actor.

"He did this audition and apparently he was incredible," says Russell, spreading from Winnipeg, where he's now playing a junkie in a hour comedy called *HipHips*. "Dad was so confident he got the part, he went back home and started packing his bags because he was convinced he was going to get that call and get on a plane. So he gets the call and it's the writer, the director, the producers—they're all on the phone. They say, 'Hey Donald, we wanted to say what a terrific job you've done. But the thing is, we're looking

and several months. With his stinging, replaceable accent, Russell also sounds eerily like Brando. And while it's unfair to compare a young newcomer with perhaps the greatest actor of all time, he has a similar talent for being "in the moment," with a sensitive, unassuming charisma reminiscent of the man who revolutionized the art of acting.

After just one major role it's too early to tell, but Russell may be the first Sutherland

# Not just another Sutherland

He's Donald's son and Kiefer's half-brother, but acts more like Brando BY BRIAN D. JOHNSON

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Kiefer and Rachel were born to his second wife, actress/activist Shirley Douglas, and he has three sons with his current wife, retired Quebec actress Françoise Racette. Donald employed all four of his sons who cinematic pedigree, naming each after a director he worked with—Kiefer, 40, was named after Warren Kiefer (Rog), 31, after Nicholas Rog, Russell after Frédéric Russell, and Angus, 25, takes his middle name, Brando, from Brando (Rog). But none of the Sutherland boys turned out to be directors. All are actors except Rog, who is an actors' agent.

Russell, who had literary ambitions, retired acting for years. He says, "Angus was always the starkest one who needed attention and liked to look at himself in the mirror with a guitar without playing it." But his father finally opened his talent and urged him to embrace it. "It's the family business," Russell concludes with a soft laugh, "a small acting mafia."

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STAR TURN: Donald Sutherland and wife Françoise Racette, his eldest son, Kiefer Sutherland, at 24



"It's the family business, a small acting mafia"

for a guy near door kind of guy, and we don't think you live just for anybody." Well, I've noticed that. People don't think I live just for anybody. They haven't really known what box to put me in."

Russell is the first to admit he doesn't look or sound like his father. Although he shares Donald's imposing height—standing an inch taller than him at six-foot-five—unlike Kiefer, he hasn't inherited a trace of his father's vulpine features—Kiefer's large ears. But the son Russell gets compared to is Marlon Brando, and not just because his working-class home in *Four Boys Game* has echoes of *On the Waterfront*. Or because he has a strong brow

when a cut-out to be a leading man. Sure, Donald played leads opposite Jane Fonda and Julie Christie in the early '70s, when you didn't need to look like a movie star to be one. But he and Kiefer are primarily character actors. Russell could be a stunner, like his director Glenage in *Virgo*, who cast him in *Four Boys Game*. "He has an ease about him, and a natural sexuality. After the premiere of the film, he had loads of young women coming up to him."

As yet another Sutherland steps into the spotlight, we're seeing the emergence of a unique acting dynasty. The New Brunswick-born Donald Sutherland has five children

born in Vancouver, Russell lived in Los Angeles and New York until he was eight, when his mother moved the family to Paris, his home for 11 years. She didn't want her sons growing up in a showbiz bubble, he says. "Dad was away all the time anyway, shooting. He would come visit between films."

In Paris, Russell attended a strict Jewish school over-the-hill, the only non-Catholic enrolled. His childhood dream was to be a writer. With his father way too much, he kept up a correspondence with him from an early age. "But I wouldn't write letters when I would tell him what I was doing with my days," he says. "I'd write short stories."

Rosell's only teenage acting experience, in a school play, was traumatic. "I had to play a soldier who'd had his legs chopped off. I forgot my lines and was embarrassed. I walked off stage. A miracle. Dad was there in the audience. He could have said, 'I hope you don't want to do this for a living,' but instead he said that was when I was closest to the truth, because I lost track of text. I lost track of everything—I was living in the moment." His next role was an accident: Studying

weight. He had a beard. But something on that tape stuck, something about the stuff he did as between takes. He was immensely watchable." Virgo glimpsed a vulnerability he'd been looking for. "In my mind, the character was a character who was allowed to have a disability, a male and female energy—the Paul Newman or Montgomery Clift—as opposed to all male, like Russell Crowe."

But Virgo took a risk casting an unknown. "Although I do have a last name," says Rosell, "it doesn't make that much difference, not for people who do actor films. I had to wait until Danny Glover came on, and then they could take a chance on me."



In *Paul Kelly's* *Glory*, South-land plays Dennis, a boxer who's released from prison nine years after being convicted for an assault that left a black teenager mentally handicapped. The victim's father (Glover) wants personal vengeance. But to racial tensions escalate, Dennis ends up in a pit fight

with (Lance Reddick), and a march from 1000 lights—a largely physical. In prep, he transformed his physique with rigorous workouts, drenched with fat-burning cream that he worked with Russell Crowe in *Gladiator*. Most that he can learn with Roger gave him the most trouble, says Rosell. "When it came to making any love with a character, knowing there is also an actor there, and so be respectful of her—it was difficult for me to let go."

The earnest, thoughtful actor still isn't quite fished that he's performing "for an audience of strangers." He says, "I do things for myself. I love the luxury of being able to discover these things inside of myself. I didn't know where there. But if I had to impress anybody, it would be my father, my brother."

Nieff was not part of his upbringing. "He had his own life and his own kid, so rarely do we see each other," says Rosell. "But I saw Roger four years ago after shooting my first film (*Timeless*), which was not a very good one, and he gave me his blessing. He said I could do this because I was very serious and he knew I'd be committed." Rosell also expressed support for the star of *24* after the ordeal of his drunk-driving arrest. As for the

## "Dad dropped me off for the audition. He was so nervous."

philosophy at Princeton University, Rosell agreed to direct a short film, filling in for a female student who was overbooked. He also had to fill in for a black actor, who failed to show up. When his father saw the film, Rosell recalls, "all he saw was the acting—he told me I should do it on with my life."

Yet Rosell wasn't convinced. At a college dorm party, when someone picked up a guitar and asked him to sing, he stumbled upon another vacation. "I wasn't completely sober," he says. "I don't know what took over me. Once I discovered that, it's all I wanted to do. Acting didn't make much sense to me—spending my life pretending to be other people." But a New York acting teacher convinced him otherwise, saying, "You'll always get to be yourself. Acting will only help you celebrate all the people dormant within you."

Quitting Princeton after two years, Rosell pursued both acting and music. He's currently working on a CD, and his songs can be found on MySpace. Like Nieff, who landed his first major role with *The Ray* (1994), he got his break with a movie shot in New Scotland. When he met Paul Kelly's *Glory*, however—which includes a recurring role on a 1990s edition of *ER*—was still pretty thin. "Dad dropped me off for the audition. He would drop off a kid at school," he says. "He was so nervous. He really wanted me to get this part."

Virgo, who saw Rosell's audition on video, says, "It wasn't great, frankly. He was over-



SUTHERLAND was director Cameron Virgo (above) and in *The Ring* with Alex Alexander

with a frenetic black athlete (Jesse Alexander) first as expected to be an action star. Sutherland does not have a lot of lines. He's an actor who knows how to communicate without words. And performance—which includes a phenomenal love scene with a red mare, a tender love scene with his brother's

sister of his own offspring, he hopes "I can pull off being a working actor and not be a movie star—and still have the freedom to walk down the street and look at people's faces, which feeds so much of my work. I don't see again that part of my life changing. If it does, I'll try to treat it as gracefully as I can." ■



## WE'RE STALKING HEATHER MILLS

The divorce proceedings with her hubby, Paul McGerrin, are clearly taking a toll. While launching a pre-natal class (aerobic last week she attacked drinkers of cows' milk. "Why do we not try drinking rats' milk?" she asked. Then, while she was being held as an honorary patron of Dublin's Trinity University Philosophical Society last week, she complained the media have been treating her worse than a pedophile or a murderer.

## When it comes to powering your digital camera the negatives and positives may surprise you



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## Is this the worst TV season ever?

**There's nothing on television—and it's not because of the small-screen writers' strike**

**BY JIMME J. WHELAN** • When it comes to television, writers and producers are disagreeing on almost everything. But there's one thing on which there seems to be common ground: the writers' strike has interrupted one of the most disappointing TV seasons in recent memory. As television critic Alan Sepinwall of Newark, N.J.'s *Star Ledger* wrote, "the strike would hit harder if none of the new series was better."

Most humans have some fears like low flying aircraft, snakes, spiders, and even some bedridden kids, this is one of the few things between flags and minor disappointments. Shows that were hyped in this turned out to be nothing of the kind. *Blue Bloods* started out with good ratings, but recent episodes have finished low in their time slot. *Area* shows that area 51 fears isn't exciting any one, *John Jay's Academy* spent 17 minutes. *Practicing* has good material at the moment, but it's critically loved and can't reach the parent show's fanbase. Meanwhile, *Proclaimers* shows start picking up a little, for the newly produced *Proclaimers* was the lowest rated show at 10-11, but in new shows has been a confusing time for fans. *Tim Koning* found it necessary to tell the fans that "We've heard the complaints and we're doing something about it." Even his wife's cult *Exorcising* *Play Night* looks like it's doing really well for all it spawned under one.

What thoughts on such a poor crop of episodes? Partly, of course, it's just bad luck. But it may also be the culmination of a trend that is also fueling a lot of the issues behind the current strike: the dominance of large companies over television production. The disappearance of independent producers has become a major talking point for the writers, who have sought to turn the media's power

ing for their battle against the "big six" companies that control most U.S. media. But the more dramatic aspect of big-studio rule is that studios sometimes spend as much money on TV shows—especially the pilots—as on their big-budget features. And that's led to a bunch of new shows that feel like typical big-studio productions: inefficient, bloated, and not appealing to anyone in particular.

So the iV TV auctioneer has been flooded with shows that are too expensive to stay on the air with anything but huge ratings, and which often aren't maturing as the lower budget series of a decade ago. Raytheon's TV acquirer, who shops at auction, also says, "It's not that it's too expensive to be picked up by studios that substitute money for creativity." The studios and the networks by demanding that shows creators think big and sell for the stars, are setting shows down for failure." Having turned the feature film business into a showcase for expensive, unproven projects, the studios may have done the same for network TV.

There's another problem that television shows are starting to share with their feature-film counterparts: the more expensive their projects get, the fewer risks the studios are willing to take—at least with mass-market network shows. Though the fall season launch has been poor, it was preceded by a summer

of so-called non-network shows like *Mad Men* and the final episodes of *The Sopranos*. After so many strong summer alternatives, viewers may have been frustrated by the new world's refusal to do anything unusual. It was hard for anyone to sit still for NBC/Universal's unadventurous *Black Swan* miniseries when the same production company had done much more interesting work on cable, thanks to *Bestiaire* and *Galactica*.

"Television off the major networks has stopped appearing newsworthy," explains TV writer Jill Goldin ([jillgoldin.com](http://jillgoldin.com)). "Rules and boundaries are being broken. But you simply can't tell it when you tune on NBC, CBS or ABC, where everything is an imitation of some thing and the old format-and rule." "In trying to make mainstream network shows more accessible than their cable product, the studios have succeeded in creating shows that no one in particular wants to see."

If the writers and traders reach a deal on the strike—they resumed negotiations earlier this week—they'll save the season from being wiped out. The question is whether viewers will come back to the airwaves that served up such weak fare from September through November. If not, a season they were taught by dispirited ads like *recess* was as good as done. Many people may turn off TV and onto, well, the Internet. "With the looming threat of the Internet sapping the television audience, the studios seem really cocky," observes Goldie. "Or is it greed?"

ACCORDING TO TV, PETER HACKAR

"Freeing Afghanistan for that? A Taliban on the run because of MacKay? Look out Taliban, that's my advice. He scored Gai and Copeland's kiss. Saving the day in the nick of time with photo ops and a reading hairline." —*This Year Men 22 Minutes* mock-advertiser: a GI Joe-like Peter MacKay ("action figure," which comes with a "helello photo op girl" and a "Kandahar Toy Helicopters Playset.")

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BRITAIN is said to be home to a third of all the world's closed-circuit cameras. But a lot of good the surveillance did Mr. Choudhury

## When it's no country for old men

Once we decide we don't need to give up our bus seats, the societal safety lock's already off

BY MARK STEYN

One of my all-time favourite observations on Canada's latest new Third Causes came from the great George Jonas. A proponent of the good old days when the Mounties' bricker lads were illegally burning down the bars of Quebec separatists. "With his usual glorious Poutine Trudeau blithely responded that if people were upset by the RCMP's illegal beer burning, perhaps he'd make it legal for the RCMP to burn buses. As I noted observed, Mr. Trudeau had asked the point beer-burning wasn't wrong because it was illegal; it was illegal because it was wrong."

That's an important distinction, and not just for the Royal Canadian Mounted Police. Once it's no longer accepted that something is wrong all the time in the world will seem you rough. The law functions as formal expression of a moral code, not as free-standing substitute for it. Last year, on a trolley car in London, a 96-year-old man was punched in the face and blinded in one eye. His 44-year-old attacker had berated the crowded train, tried to push past Mr. Choudhury on the aisle and become enraged by the announcement's insistence of hate in moving out of the way. "You bastard!" he roared, and elbowed him. A month ago, Stephen Goss was sentenced by a Quebec Superior Court to three years' probation, which means he'll have to endure weekly drug-tests with a mandatory five-year stay, starting he'll be taken straight up for his appearance. Mr. Goss was accused to strike in his left wrist, aware that striking the mental health nurse would be negligent.

Much of the controversy concerned the brevity of the sentence. But consider George Jonas's dictum: beating up a 96-year-old isn't

wrong because it's illegal; it's illegal because it's wrong. And, if a citizen of an advanced Western social democracy no longer knows it's wrong, the law is unlikely to prove much restraint. British society has come to depend on CCTV—closed-circuit cameras in every public building, every shopping centre, every street, even (in some remote municipalities) on the trees. According to The Daily Telegraph, England's greatest living poet, the British are second only to the North Koreans at the most rampant population on the planet; Britain is said to be

**LOOK AT IT FROM THE ATTACKER'S POINT OF VIEW: WHY NOT BEAT UP OLD PEOPLE? LET'S FACE IT, THEY'RE A PAIN IN THE NECK.**

home to a third of all the world's CCTV, on the course of an average day, the average Briton is estimated to be filmed approximately 100 times. The so-called the Croydon trolley had a camera, and it captured in vivid close-up the perpetrator attacking his victim. And a lot of good the video evidence did Mr. Choudhury.

Look at it from the attacker's point of view: why not beat up old people? Let's face it, they're a pain in the neck, clogging up escalators, reviving floors, side-walks. You're in a hurry, you've got places to go, people to see, and these old people are slow or without bodily agility, shuffling, shuffling in front of you at 10 paces an hour. In Britain, in Canada, in Europe, or Japan, in China, the population is aging fast. So, if you think there are too many crotchets taking 20 minutes to board the bus right now, just wait a couple of decades. Suppose five per cent of young men get tired at being delayed by grannies

What attracts them from making grannies-whacking merely the latest normalized pathology? A functioning civilization is like an iceberg: the unseen seven eighths of coals and icebergs is the socialized inheritance, the wisdom of the ages. Our it's gone, what's left just bobs around on the surface. Take away morality, decency or suburban mall and see it as Mr. Choudhury's attacker did: what's to stop you?

Men in a hurry are not to be disrespected. On CNN a week or two back, a reporter in Philadelphia, the murder capital of America, was interviewing the grieving mother of a young black boy killed while riding his bicycle in the residential street outside his home.

Apparently, a couple of cars had backed up behind him, and a subway passenger (some of them pulled out a gun and shot the dead body home to a third of all the world's CCTV, on the course of an average day, the average Briton is estimated to be filmed approximately 100 times. The so-called the Croydon trolley had a camera, and it captured in vivid close-up the perpetrator attacking his victim. And a lot of good the video evidence did Mr. Choudhury.

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
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Let us give his fellow passengers the benefit of the doubt and assume he was an innocent victim "sitting in the aisle of the train because nobody would give up their seat for him."

not about this?  
 He tapped his foot  
 And took a seat  
 He said he hoped he hadn't stepped upon  
 my feet.  
 Ah, if only.  
 He crushed my hat  
 And pumpled my head  
 He said he hoped he wouldn't have to leave  
 me dead.  
 Myra's Shah Chaudhary, the 1994 World's  
 Fair said that long ago it's six years before  
 he was born. But even those who were his  
 no longer tip toes. And in the public con-  
 veyances of Dhaka and London and Paris,  
 young feet seem spread across the seats while  
 pregnant women and shopping ladies open

A society's form of life is different is not the line but contents, traditions and moral values," wrote Wale Williams of George Mason University recently. They include imperatives that show such acts as theft and murder should not be done, that one should not cheat, but they also include all those courtesies one might call *holylike* and gentlemanly conduct. Politeness and loss can never replace these.

1 THE PROZEN THAMES	01:01
by Helen Humphreys	
2 LATE NIGHTS ON AIR	1:00:04
by Eli Zsigmond & Mary	
3 A THOUSAND SPLENDID DAYS	01:04:42
by Khalid Nassar	
4 WORLD WITHOUT END	01:03:27
by Max Follmer	
5 OCTOBER	01:00:01
by Richard B. Wright	
6 THE ASSASSIN'S SONS	01:03:32
by M. D. Young	
7 DRUGS	01:04:42
by Alexis York	
8 DIVISADERO	01:00:04
by Michael Ondaatje	
9 DIARY OF A BAD YEAR	01:03:32
by JM Coetzee	
10 LAUGHING OF THE BAD HEART	01:03:32

1	<b>THE SHOCK DOCTRINE</b> by Thomas P. DiLorenzo	10/25
2	<b>MUSCOW, I.A.</b> by Oliver Sacks	8/26
3	<b>CLAYTON</b> by B.C. Christian	9/15
4	<b>I AM AMERICA</b> <b>HOW DID I COME THIS FAR?</b> by Stephen Colbert	8/10
5	<b>MY YEARS AS PRIME MINISTER</b> by John Major	9/12
6	<b>BEAVERBROOK</b> by Jacques Fournier	9/8
7	<b>THE AGE OF THE TULARENS</b> by Alan Gerneman	9/16
8	<b>A LIFE OF PICASSO</b> <b>THE TRIUMPHANT YEARS, 1917-1945</b> by John H. Chamberlain	8/13
9	<b>BEING CONFIDENTIAL</b> by Jim Wong	8/13
10	<b>THE UNEXPECTED WAR</b> by Jan or Greta Stein and Eugene Luby	8/30

LAST WEEK (PAGES 84-85)

"Reverence" is an untranslatable concept these days. I was teaching with an elderly chap in the early stages of dementia recently. He's someone who in all the years I've known him has never used any vulgar language in public or private, but the saint's generous embers caught his eye and he said to me (and half the classroom) with all the blithe reassurance with which one might remark on the weather or the traffic, "I like big tits, don't you?" Dementia removes inhibitions, and so your private thoughts are now publicly expressed. Society at large has lost its substance: whether that is a symptom of civilizational decadence will be for future generations to judge. ■



FROM LEFT: MARGARET Atwood, Rebecca Eckler, and Cheryl Lark. Atwood is the author of the book, Eckler is the author of the book, and Lark is the author of the book.

## I'm going to be in Atwood's book!

**The famous novelist was offering something Rebecca Eckler just couldn't pass up**

**BY REBECCA ECKLER** • "Are you sure you've thought this through?" one of my friends asked me the day of the auction. I'm all about instant gratification. I don't think about consequences. I don't think things through. "Of course I've thought this through," I said. "I really want this."

Margaret Atwood, my favourite author of all time, was offering a chance for literary immortality. At a fundraising event in Calgary for the non-profit magazine *The Walrus*, she was even waving off the chance to be a character in one of her upcoming books, a book I was told by the auction organizers she was "hard at work at right now." I wanted my name in Margaret Atwood's book.

"But Margaret Atwood could turn you into a crack whore," my friend said. "Have you thought about that? A crack whore? She could turn you into a murderer! A crack-whore-murderer! I had to put it in to make my friend would understand." "It would be like Eric Clapton putting your name into one of his songs," I told her. "Would you like on that?" That, she got.

I did have to think about it, though. Not about what Atwood might do to my name, as the character with my name, but because Atwood had put a \$5,000 floor on the opening bid. Still, the chance for my name to be a character in an Atwood book? It really was a once-in-a-lifetime opportunity. And it was for charity.

Right away, I got into a bidding war with a lawyer, a Calgary woman who once ran for the Liberal party in the 2004 federal election. I have to lose. I bid higher. She bid higher. I'm very competitive. I bid higher. I won. (Even though, I must admit, as a character named Julia Turnbull does have a better ring

than Rebecca Eckler.) I kept telling myself I wouldn't buy shoes for two years in order to justify how much I'd spent. (\$5,000.)

I was sent a waiver to sign by which I gave up all say over how my name would be used. (The waiver also specified that I couldn't put in touch with Atwood. Not that I would, even though I do know where she lives. [Only she'd I really think about the consequences. Oh my God, Margaret Atwood could turn me into a crack-whore-murderer! What had I been thinking?]) Atwood has done this before. The character Amanda Payne in her 2003 novel *Oryx and Crake* is a real person who was a charity auction bid benefiting the organization Care of Victims of Terrorism in a London auction. (Atwood turned Amanda Payne into an artist who creates vibrant sculptures out of dead cows. [I should be so lucky.]

So have other authors. An American judge named Avera Cobb led \$5,000 at a Michigan Opera Theatre charity to have his name in Elmore Leonard's 2006 book, *Mr. Parable*. (Leonard turned the poor judge into a corrupt lawyer.) Other Canadian authors who donated a character to the Calgary event include Patrick Lane, Timothy Taylor, Karen Connolly, Candice Gibb and Guy Vanderhaeghe. "If Margaret Atwood could do it, I figured so could I," says Karen Connolly, the author

of numerous books, including the recent, highly-regarded *The Liar's Cage*. "It's a good way to come up with a character name. Some authors look in the phone book," she says. "And it's a great way to raise money. It's a lot of a laugh."

Connolly liked her winner's name, Cheryl Lark, so much, in fact, she says she may use it for her main character. "If I were a really bad name, I'd just assign it to a minor character" (So I might just be a cameo in the grocery store. "I'll put the milk in a bag," Atwood could write. "Her name just read 'Rebecca Eckler.'"") The name of the winner was e-mailed to Connolly. "It was either instant immortality, actually," she says. Other authors included their winner's name be mailed to them so as not to invade on their creative genius at work. Connolly thinks that we all want to be immortal. "Hopefully, I'll fulfill whatever desire that Cheryl Lark has."

In an article that appeared on the Calgary Herald just before the event, Atwood told columnist Valerie Tonnay that, "You have to be a special kind of person to want this. But for some, it's a name meaning more than having a star named after you." Atwood also added that she hopes she ends up with an interesting name. (Sorry Puggy.)

Yes, I could be turned into a crack-whore-murderer. But I could also be turned into a character who thinks about consequences, who thinks things through. Now that would really be fiction. ■



FINALLY, A BOOK ABOUT... WHY IS IT CALLED THAT?

Please explain me what means Catch-27? Joseph Heller's Finnish translation says like this: 'That's one of many questions about a classic story, including The Great Gatsby, that Jerry Denker tackles in Why Not Catch-27? (Helsinki): Heller, for one, spent years writing Catch-22, until—just before publication—Leon Uris produced rifle M. Heller explained over 11 and then 14 for weeks, until his editor found 22 on him, and thereby created a modern catchphrase.

PHOTO ILLUSTRATION BY ADAM COLEMAN. PHOTOGRAPHY BY JASON MCNEIL/REUTERS

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MAKE SENSE OF IT ALL.



## All I want for Xmas is a map of my own genes



SCOTT  
FESCHKE

Looking for an unforgettable Christmas present for your loved ones? Now, thanks to science, you can give them the gift of telling them how they're going to die.

Remember a few years back when researchers announced they'd sequenced the human genome? Turns out that was a little thing they actually did and not, as I had suspected, an outlandish ploy to get on Larry King. In fact, even greater progress has since been made—and now you can reap the fantastic benefits by finding out things that are wrong with you that even your nagging spouse is unaware of.

For a mere \$1,000, a company called 23andMe will take a sample of your DNA and come up with what's called a genomic profile—revealing your predisposition for all sorts of remarkable diseases and bodily shortcomings. You'll learn every flaw in your broad genetic makeup. You'll discover which of your genes have "negative mutations." And you'll be made aware of all the horrible afflictions you're at an increased risk of contracting. Sci-entist describe this as a sort of glimpse to a new human utopia, and it's easy to see why they mean—just think of the comfort and security that will come from knowing precisely which ailments and syndromes to be anxious and hopefully depressed about for your entire life.

A 23andMe Valley map, 23andMe is named for the 23 pairs of chromosomes that contain our DNA. More important, the name suggests the chance: more truth than all shadowy, fear-inducing superstitions read here before, costly omens. Think about it: if your genetic code reveals a confirmed risk of lethal illness, death, leaving the grand steps from something called "23andMe" will be the blow. The bad news: you have a predisposition to every single malady that can afflict a human being. The good news:

our company name rhymes!

The one we pegged a low what 23andMe and other big companies are serving more for humanity. After all, I was getting a little worried that in a space we were finally getting a handle on the whole nation thing, since we'll have a vast new sea of people whose genetic codes. When charged with bigamy, you can say, "But I can't be genetically—none of my best friends have a

getting the time by forming original beds from your \$1,000. Then came the thrill of discovery, followed by the thrill of philosophical and—the thrills of regret, doubt and about misery. Wild imagine calls geneticists "the birth of a new industry"—what I call it: "Your geneticists' greatest contribution to giving young people will another reason to hold a grudge against their parents." You won't buy me a car and you told me



## Your genetic mutations—a new reason for strangers to reject your advances in clubs!

genetic predisposition to type 2 diabetes." And if you're the gift: This will herald the biggest development in human health since the onset of Judeism. Already we ignore health-based research, advice and common sense as it applies broadly to the masses. But now we can't fail to follow genetic guidelines and specifically for our genetic makeup and risks in the same vein, how do you think people will respond to good genetic news? With one and restraint? Ha, ha. Hey, my genetic structure lacks the negative mutations associated with an increased risk of heart attack—I think I'll have some bacon on my burger. And on my to do list.

Here's a hint: the whole making your life's decisions process to your predictable genetic thing makes 23andMe send you a little less than a whole small unit. You receive the full and complete report. You spend the rest of the year for about \$1,000 to receive the results. There's a sufficient amount of saliva for 23andMe to tell you what will probably kill you. (Research much more in the old days when your grand mother just come out and told you it would be embarrassing.)

You then counter your spit to California, where top scientists in lab coats pour your spit over a computer chip and wait two weeks,

with an eight per cent increased probability of contracting pleurisy? I hate you!

And this is just the beginning. Right now, 23andMe offers what's known as "genotyping"—a high-level analysis of your genetic makeup for the telltale variations that make you different from other humans (people you are unlike: Patti Hillen because all of Patti Hillen's DNA are shaped like a penis) that in just a few years it's expected that 23andMe and other firms will be able to combine all in billion parts of your genetic code, giving you heretofore unimaginable insight into your genetic structure—and giving strangers an entirely new reason to reject your sexual advances in nightclubs. ("A 22 per cent increased risk of cocaine intolerance? There's no way you're sticking that cocaine into me.")

Some scientists believe genomes will ultimately know the human language by a decade. Sadly, that decade will be spent arguing quietly in a darkened room, perturbed to go outside because of our four per cent increased risk of skin cancer. ■

ON THE WEB: For Scott Feschke's take on the rest of the day, visit his blog: [www.scottfeschke.com/theclub](http://www.scottfeschke.com/theclub)

## JAWAD BAZZI

1965-2007

## He came from Lebanon with nothing, lived the American dream, and died the American nightmare

Jawad "Joe" Bazzi was born in the slums of Beirut, Lebanon, just north of the Israeli border, on Oct. 2, 1964, the fourth of six children. His father, Akil, who raised goats and cattle, died of heart disease when Joe was just three. His mother, Warda, ran a cafe and vegetable stand where Joe and his siblings received their first glimpses of merchant life—Joe by selling wheat and other produce at his mother's bidding. His mother's street was "a way to make a living," says a relative.

"Joe was always a merchant, a street businessman from when he was a young kid." As Lebanon dissolved into civil war in the late 1970s, Warda fled with her children to Dearborn, Mich., a suburb of Detroit, where she hoped they might receive a good education and a better life.

Dearborn offered a wealth of relatives in Detroit's huge Arab-American community. The influx began in the early 1980s, when, according to family lore, the first Beirutis came to work for the Ford Motor Company. "We're the type of people," says Joe's nephew, Ahmad "Mike" Bazzi, "who like to live close to each other." Just as when he arrived in the U.S., Joe attended the Islamic School without the benefits of fluent English. To help make a new start—his mother had not work after arriving in Dearborn—Joe put on evenings as a truck boy



at a small grocery store near Detroit owned by an elderly Jewish grandfather. At Fordham High School, Joe was rising friends—big burly fellows who in their spare time lifted weights. For Joe, the sport became a lifelong passion: at five feet eleven, he weighed 260 lb., all after meals, says Mike. By the time he was in his early 20s, Joe purchased the small grocery, and along the shelves with the frozen of produce sat, at the same time, a frozen product he thought might appeal to the neighborhood's growing Hispanic population. Over the next 25 years, he ignored the urban up and down of the area, along with the sea to stock apples and oranges even as the streets outside turned with potholes. Gradually Joe grew the business from a modest 200 sq. ft. to a shop 20 times that size.

In the summer of 1993, Joe married, he and his wife, Louisa, soon had four children, two boys followed by two girls. At about the same time, Joe and his younger brother, Aved, purchased their first gas station, a Mobil, in southeast Detroit. Some years later, on

a routine trip to the Detroit Produce Terminal, a popular market, Joe spotted an empty lot that had once been used for extensive parking in nearby General Motors plant. He sold the grocery and built another store, a 30,000-sq-ft lot. "He worked at the BP every day," says Mike. Directly across the street, a Moroccan station became his main and often bitter competition. Mike says his uncle always did better business. "He was a people person."

Joe, well-dressed and neatly groomed, could ease from a brown paper into the granite work on his Harley Davidson. After chess life—beyond his retail success he traded such stocks as the market—had made him rich. "He was," says another nephew, Chad Fara, a surgery resident, "the American dream—he came here with zero and built himself up." Joe owned a \$400,000 house and was looking at buying a Bentley. Says Fara, he was a "spiritual man" (although a Muslim, he was not necessarily "Islamic"), and "could sit with the poorest of the poor and just blend in." He loved, finally most of all, another his children or the girls engaged to his mother's home. "He was an awesome uncle, friend and father figure—there was stuff I would tell him I wouldn't tell my father," says Chad.

On the morning of Nov. 16, Joe's brother Aved, also known as Art, wearing the Marathon across

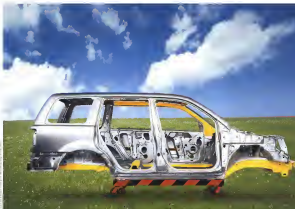
the street to complain that his gun owner, Hassan Muboud, a Syrian, was undercutting Joe's gas prices to better his fledgling business. There, Art ran into one of Muboud's employees, outside adjusting the toppings downward by three cents. "My Uncle Art and the worker had a little conversation that led to a fat fight," says Mike, who has viewed security camera footage of the incident. According to Mike, Art was getting the best of the situation when Muboud arrived with a baseball bat and "hit my uncle five times straight in the head." When a customer pulled into Joe's station, screaming, "Somebody's getting killed with a baseball bat," it took Joe a moment to realize it was his brother. Then he ran to his brother. Muboud slipped inside, accompanied with a gun. Moments later, Joe was lying on the pavement internally wounded. Within the week, Art was out of town, Louisa, who is the family buried Joe. State prosecutors have charged Muboud with two counts: open murder and felony firearm possession.

BY NICHOLAS KÖHLER AND BARBARA KORTON

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